

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

185 Madison Avenue, New York City

Vol. CXV, No. 8

NEW YORK, MAY 26, 1921

10c A COPY



No other shoes can fit like these

When you lace an Arnold Glove Grip Shoe the arch of the foot is *raised* instead of being pushed down.

The foot is not only supported in its proper position, but the luxurious, glove-like fit of the arch adds style and smartness to the shoe. Arnold Glove Grip Shoes are made in all styles and all leathers, for men and for women. The Glove Grip feature is patented and cannot be duplicated.

N. W. Ayer & Son have found it extremely interesting to assist in the marketing of such a distinctive product. And extremely pleasant to be associated with a firm like the M. N. Arnold Shoe Company of North Abington, Mass., who have been making fine shoes for nearly sixty years.



N. W. AYER & SON

ADVERTISING HEADQUARTERS

PHILADELPHIA

NEW YORK

BOSTON

CLEVELAND

CHICAGO

Do Not Skimp on Selling Increase Your Advertising

Roger Babson says:

"Cut down your production expenses as far as you can, do without further expansion in new buildings and equipment"

BUT

"Do not skim on your selling appropriations."

"Now is the time to use that reserve fund which was set aside during the fat years; later in the depression area we shall come to the point where you should increase your plant,"

BUT

"This summer—increase your advertising."

"Take the aggressive course. There will be considerable business; the firm which goes after it will be the one to get it."

The Standard Farm Paper Unit

The flexible national medium with local prestige

A. B. C. Circulation 1,900,000

The Nebraska Farmer
Established 1859
Lincoln, Neb.

Wallaces' Farmer
Established 1895

The Ohio Farmer
Established 1848

The Wisconsin Agriculturist
Established 1877

Prairie Farmer, Chicago
Established 1841

Pennsylvania Farmer
Established 1850

The Breeder's Gazette
Established 1881

Hoard's Dairyman
Established 1870

Progressive Farmer
Established 1886
Birmingham, Raleigh,
Memphis, Atlanta, Dallas

The Michigan Farmer
Established 1843

Pacific Rural Press
Established 1870

The Farmer, St. Paul
Established 1852

The Farmer's Wife
Established 1900
St. Paul

Western Representatives
STANDARD FARM PAPERS, INC.
1109 Transportation Bldg., Chicago



Eastern Representatives
WALLACE C. RICHARDSON, INC.
95 Madison Ave., New York City

All Standard Farm Papers are members of the A. B. C.

May 20, 1921

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PRINTERS' INK

Registered U. S. Patent Office

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VOL. CXV

NEW YORK, MAY 26, 1921

No. 8

Letting Your Customers Set You Right

How S. B. & B. W. Fleisher, Inc., Obtained Practical Sales Suggestions
from the Women Who Buy Their Yarn

By Roy Dickinson

A WISE observer of life and people in the Middle West made a suggestion a while ago which is worth considering. He had been reading some of those stories in which wives make their husbands successful. He came to the conclusion that the great men in all ages were great mainly because they consulted their wives before taking action in a business undertaking.

So he gave as a piece of advice to men who are not getting along so well as they would wish, to "speak to their wives about it."

Have you ever taken your own wife to a department store, for example, when you were all worked up about some particular piece of merchandise that you wanted for the home? It might have been a rug, a lamp, some hangings or what not. But when you got there, and the clerk took down whatever it was you had set your mind on, your wife has sometimes in a few terse sentences knocked out any desire you may have had for the product.

To speak to the wife about it, or to the sister, or to some other woman, is a pretty good idea when buying merchandise. It is an especially good idea for the man who is selling something like yarns which are made into sweaters by women.

That is probably why S. B. & B. W. Fleisher, Inc., of Philadelphia, makers of Fleisher Yarns,

decided to let their customers help them decide. They secured results which should be interesting to many other manufacturers who are making products which are sold primarily to women or which have women's influence felt in their purchase.

In this broadening market, as was pointed out in an editorial in PRINTERS' INK a few weeks ago, women who used to buy the finished product, such as lamp shades, sweaters and all manner of things that go to beautify the person or the house, are to-day buying the materials and making their own.

"What are the main selling points for hand-knitting yarns?" the manufacturer might say to himself. "Should we feature wearing quality, style, pleasure in knitting, color, beauty, or what? Should the name of the yarn be placed at the top or the bottom of the full-page advertisement? What kind of logotype design of this name should be used? Should it be bold lettering or delicate? What sort of illustration will be most effective? How about background? Is economy the main quality to emphasize in the advertising?"

It is obvious that if a manufacturer is using the economy appeal when he should be talking about the joy in making one's own sweater, or if he is using a slug in his copy that makes people think

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of high-pressure pumps instead of yarns, or doing any of a number of other things which do not appeal to his customers, he is not getting one hundred cents' worth of advertising for each dollar he is spending.

The Fleisher company decided to go to the women knitters in order to get a real cross-section of its broad market. The investigation was conducted to secure first-hand sales information, and secondarily to secure advertising likes and dislikes in order to present to the consumer copy in which she was interested. It was planned to secure accurate information upon the following points:

Why some women knit, and why others do not.

What first induced each of these women to knit or crochet and the approximate proportion of knitting to crocheting.

The articles that are most frequently made.

What brand of yarn is most popular and why.

By what methods do women learn to knit.

The yarn book they use and what they like or dislike about it.

Whether it is practical or satisfactory to learn to knit from a book.

What type of book women prefer.

What price they are willing to pay for a quarterly yarn book.

What factor women consider most important in purchasing yarn.

What women like and dislike in yarn advertising.

CAREFUL ADVANCE THOUGHT TO INDUCE RIGHT KIND OF ANSWERS

All the investigating was done by personal inquiry and 301 consumers widely scattered in fourteen different States were interviewed.

The method of personal interview and enumeration was used in preference to mailing a questionnaire because the final result desired was a true cross-section of yarn buyers' opinions. Personal investigation, it was felt, in-

sured such a representative sample of national opinion because it could be made to include all types of people who go to make up the national market. An unbiased interview based upon a logical sequence of questions would give a proper balance between enthusiasm and indifference, whereas a mail questionnaire might be disregarded by a large percentage of the women addressed, leaving a preponderance of the favorably disposed. In a true cross-section the woman who was dissatisfied or frankly hostile was just as valuable as the enthusiast.

The women who secured the interviews, the actual "enumerators," were people who lived in the various communities represented. They knew the locality well, knew individual types, and were familiar with the work. Each one of them filled out the blanks on the basis of the interviews with the women consumers.

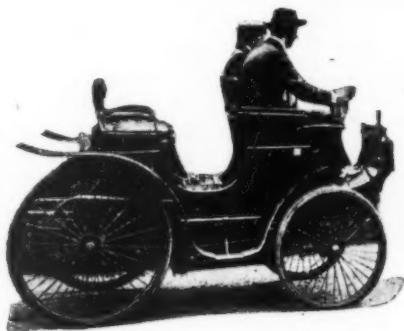
Questionnaires, with the queries in carefully selected sequence, were placed before women in a list of cities like Madison, Wis., Providence, R. I., Erie, Pa., Marion, Ala., Tallahassee, Fla., and Akron, O.

Two hundred and thirteen of the women interviewed knitted and eighty-eight did not.

Let us take some typical answers to the question "Why don't you knit?"

Thirty-eight said it was "lack of time" which prevented, thirteen "never cared for it," twelve "never learned," two had "no incentive."

To the question why they preferred to knit their own rather than buy the complete product the answers from 190 consumers showed that "cheaper, more reasonable" was the big advantage, with "more durable" and "looks better" close seconds. In fact, if answers like "can select own colors," "prettier designs" were added to the "looks better" the appearance appeal came first. The selection of the tests and the order of questions were shown to be most important if the survey was not to be prejudiced. As the man who supervised the whole



A Pioneer

When the automobile was first invented it seemed queer to everyone.

Twenty odd years ago the Christian Herald stimulated its readers to do the sort of thing the world is now ready for. In those days the Christian Herald sent hundreds of thousands of dollars for relief in catastrophes. It was absolutely the pioneer in this field.

Today its activities are expressed in millions, and its readers still lead in international cooperation.

The Christian Herald

GRAHAM PATTERSON, *Publisher*

BIBLE HOUSE, NEW YORK



WESTERN OFFICE MOVED TO

225 NO. MICHIGAN BOULEVARD, CHICAGO, ILL.

plan says, "In all this testing work, it was necessary to take care that the tests were properly selected, tried out and applied. Tests of this kind are valuable only when used by those who understand not only their applications but the analysis of their results.

"The results must be watched carefully as the test progresses in order to be sure that nothing creeps in which might tend to give a biased answer.

"Among the things which must be noted carefully by someone experienced in giving and using tests are the type of people approached, the kind, number and sequence of questions asked, the number of people required to yield a conclusive answer, the treatment of the results and their interpretation into usable form."

HOW THE WOMEN ANSWERED *

To jump from this general statement to a specific instance, here is what Mrs. J. B. Dutcher of Atwater Avenue, Bloomington, Ind., told the Fleisher company about her mental processes and buying habits.

She knitted, and also did crochet work—more of the latter.

Buying the ready-made products would save time, but she made her own because she had found it was cheaper.

She made more sweaters than anything else, used a certain brand of yarn because it had been recommended by a clerk, liked gray best as a color, the Red Cross during the war first induced her to knit, and she learned from an instructor.

Mrs. Dutcher never used a knitting book, but believed it would be practicable to learn to crochet from a book. She didn't know of any new articles she would like to see illustrated. In selection of books she chose in the following sequence:

1. A book showing one class of articles such as sweaters, socks, gloves, caps.

2. A book showing several classes of articles, but featuring one class.

3. A book showing one kind of article.

In buying yarn of a particular brand she placed merits as follows:

1. Color.

2. Weight.

3. Price.

And she didn't mention style of designs, demonstration service, or texture as qualities which influenced her.

As descriptive terms for the texture of yarns she liked the term "softness" best, "fluffiness," "elasticity" and "loftiness," followed in the order named. She placed Fleisher first in order of her choice of yarns, with three other brands following. Her reason was that she knew more about the Fleisher brands and had heard criticisms from other women about one other brand. She read two women's magazines, but read the advertisements most carefully in another women's publication, the editorial contents of which she did not read!

Miss Ames of Tallahassee, Fla., suggested to the manufacturer that baby hoods and baby carriage robes should be illustrated in the yarn book. Other women made other suggestions, all of them giving helpful, interesting and most valuable advice.

These women helped also when it came to technical advertising details. The slug "The Fleisher Yarns" in bold face had been used for some time. It was decided to let the customers pick the kind of slug which they liked best. I mention the slug test in detail because this would ordinarily be thought of as a purely technical part of the advertising campaign, which could well be decided by the men who were running it, and where women's help would seem superfluous. But it was found that women have decided ideas even about such things as the kind of slug which should be used. Nineteen separate slugs were designed in a wide range of styles and ideas. Delicate, strong, medium, unusual, plain, "feminine," all sorts were included from some of the best professional letterers.

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The Sports Editor of the American Boy

LANGHAM-HIGH
By the author of the "Langham-High" series of stories, this is a new and exciting story of a boy's life in the mountains. It is a story of adventure, of love, of friendship, and of the life of a boy in the mountains.

Jack O' the'
A new and exciting story of a boy's life in the mountains. It is a story of adventure, of love, of friendship, and of the life of a boy in the mountains.

WOOLWEAR
The new and exciting story of a boy's life in the mountains. It is a story of adventure, of love, of friendship, and of the life of a boy in the mountains.

ALL-WOOL TWO PAIR PANTS
The new and exciting story of a boy's life in the mountains. It is a story of adventure, of love, of friendship, and of the life of a boy in the mountains.

Every boy will want pictures

Hart Schaffner & Marx

THE AMERICAN BOY
"The Biggest, Brightest, Best Magazine for Boys in All the World"

More than 500,000 boy readers every month, averaging 15½ to 16 years old.

Clothing for 25 army divisions

That covers the annual outfitting budget just for suits and overcoats for AMERICAN BOY readers.

It's hard to grasp completely the stupendous buying power of this great group of boys.

It's easier to appreciate that these representative advertisers in THE AMERICAN BOY make their style-quality appeal to a market proved extremely productive of immediate sales.

THE SPRAGUE PUBLISHING CO., DETROIT, MICH.

(Member A. B. C.)

Branch Offices: 286 Fifth Ave., New York. 1418 Lytton Building, Chicago

Guiding human decisions

Fixed laws found to underlie all human actions — now applied to influencing millions of buyers

EVERY executive has met and overcome difficult problems in personal selling. In closing big deals, his own skill in *adapting a presentation* to a special personality is often needed to secure a favorable decision.

But what of the millions of men and women who buy at the dealer's counter? Every order on the books depends on their *personal* decisions. Yet personal selling cannot be brought to bear. They can only be reached *as a group* by advertising.

Thousands of different personalities must be influenced by a message that *cannot be varied* to suit individuals. Only through a special knowledge of how people in *large groups* think and decide, can these vital decisions be won economically.

*How the actions of large groups
can be definitely calculated*

Henry Thomas Buckle, the historian, was one of the first to analyze the actions of people in great masses. He made striking discoveries in the cities that he studied.

He found that the percentage of crimes scarcely changed from year to year. This percentage did not vary even for people of different ages—nor for the weapons used.

Letters mailed absent-mindedly, without addresses, represented an almost constant percentage.

Accumulated evidence made it clear that the

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decisions of people in large groups could be accurately calculated according to fixed law.

Today the rate of suicide in 100 American cities has been nearly constant for ten years. Yet it varies from 8 in 100,000 in Cambridge, Mass., to 50 in 100,000 in San Francisco. Special conditions of living, of climate, of business, regulate even this most personal decision of men and women in large groups.

Whether in matters of life and death or in buying a pair of shoes, a definite percentage of every hundred thousand people is always acting in response to a special set of conditions. For every type of decision—for every sale in retail stores—basic laws govern the actions of people in great masses.

A careful study of these laws of human action over a period of years has been an important factor in the work of the J. Walter Thompson Company. In many different fields we have helped our clients build volume and net profits by preparing campaigns that guide human decisions.

J. WALTER THOMPSON COMPANY

NEW YORK CHICAGO BOSTON CINCINNATI CLEVELAND LONDON

Eighteen of these were placed upon cards. The old slug which had been used was put on a card by itself in order that it might receive at least six times as much consideration as any of the new ones. The others were divided up into three groups. Each group of women passed on one-third of the lot at the start. They were ranked by the groups of women in order of preference. Then another group was tested by another group of women as a check-up. Typical American cities, such as Fort Wayne, Ind., Lincoln, Neb., Tacoma, Wash., and others of similar size in all parts of the country were selected for this test.

Because of its forced prominence the old slug won in the final test, in which such women as school teachers, factory workers, college girls, householders and all types which could be secured, were interviewed at their club rooms or at their work. The slug which is now being used by Fleisher was, however, called the real winner because it was named more times in proportion to the amount of prominence which it received.

DECIDING DETAILS OF THE ADVERTISING

In the same group of women a test was made as to whether the name of the company should be placed in big type at the top or the bottom of the page. Although it had been placed at the bottom in the past, these women who were interviewed showed a marked preference for having it placed at the top. So at the top it is, from now on. Then the complete advertisement was tested. The treatment of the silhouette of the figure of the woman, how much background should be used, how much detail as to the actual method of manufacture should be placed in the copy, all these were tested out one at a time. One advertisement won on total score, for example, another won on the method of presentation of the details of manufacture. It was, as a matter of fact, the first choice of forty-one per cent of the

women interviewed. Many women made unusual and interesting comments upon advertising ideas. They said, for example, that the colors in the background should not be unrelated, but should suggest the different colors of the yarn which could actually be used in making sweaters. One woman said, "The advertisement says too much and you can't see the picture right." The yarn buyers were asked which advertisement gave the first, quick, best impression, which copy impressed them the most, which advertisement was liked best after a close study.

All five advertisements which were sent out in this particular test were displayed in the same light, five feet away, at the start. Then the copy was displayed alone without the design and background, on plain pieces of paper. For the last test, namely, "Which advertisement is best after close study," the copy and design were placed upon a table for study and read carefully by each woman and their comments were encouraged. As a result of this, it was discovered that a real selling point for sweaters was that the women wanted the opportunity to make sweaters for themselves. They wanted to be told exactly how.

They didn't want to be sold a ball of blue yarn and then given general directions to go ahead and knit. They wanted something more like this: "Material—Fleisher's Silverglow Yarn—eleven balls, Camel 921. Fleisher's Angora Yarn—eight balls, brown. Needles—one pair, number 4½. Cast on 89 stitches, knit 6 ribs, 12 rows plain. Pattern—First row knit five stitches, purl one stitch, repeat between stitches across rows; second row, purl five stitches, knit one stitch," and additional absolute details in the finished directions for the cuffs, the collar, the pockets and the belt.

"You will want to knit this sweater for yourself or for someone else who loves beautiful things, but when you do be sure to use Fleisher yarns, for the beauty of the sweater is due

(Continued on page 162)



It is
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C-O-L-O-R

—puts “*breath of life*”
into your advertising



*It is not “SIZE” or
“COLOR” that make
Posters Pay, but the way
they are USED.*

NORDHEM SERVICE

*makes the most of SIZE
and COLOR by skilful
use.*

THE NORDHEM
SERVICE STAFF, in-
cludes men who have
made a life study of
color as applied to Ad-
vertising.

This important feature
of Nordhem Service de-
velops direct results from
Poster possibilities.

IVAN · B · NORDHEM COMPANY

Poster Advertising in the United States and Canada

8 West 40th Street · 117 N. Dearborn Street · Bessemer Building
New York City Chicago Pittsburgh

Skookum Account for H. K. McCann Co.

The San Francisco office of The H. K. McCann Company has been retained to direct the advertising for the Skookum Packers Association, of Yakima, Wash., and the Luthy Company, of San Francisco.

A national campaign for Skookum apples is now being prepared. N. W. Mogge, advertising manager of the association, will shortly make a trip over the United States to present to fruit distributors the 1921 selling plan.

The Luthy Company, Inc., which has just opened a factory at Hayward, Cal., will manufacture Luthy Batteries for the territory west of the Mississippi River. Sales and merchandising will be conducted by the Luthy Company of San Francisco. An advertising campaign in Western publications will soon be released.

Simmons-Boardman Has Philadelphia Office

The Simmons-Boardman Publishing Company, the headquarters of which are in New York and which publishes *Railway Age*, *Railway Mechanical Engineer*, *Railway Electrical Engineer*, *Railway Signal Engineer*, *Railway Maintenance Engineer*, *Marine Engineering*, *The Boiler Maker*, "Shipbuilding Cyclopaedia," "Material Handling Cyclopaedia," "Locomotive Cyclopaedia," "Car Builders' Cyclopaedia," "Maintenance of Way Cyclopaedia" and books on transportation subjects, has opened an office in Philadelphia. F. H. Johnson, formerly located in the Cleveland office, is in charge.

Boright Leaves Minneapolis "Tribune"

Thomas A. Boright, assistant manager of the service department of *The Minneapolis Tribune*, has left that publication to become editor and manager of *The Minnesota Banker*. Mr. Boright was on *The Tribune* staff seven years, part of the time on the copy desk, and for the last two years in the service department. *The Minnesota Banker* is a banking and financial paper published in Minneapolis.

Vivaudou with Dorland Agency

The advertising account of V. Vivaudou, Inc., New York, maker of "Mavis" toilet preparations, has been obtained by the Dorland Agency, Inc., of that city, effective June 1.

Hal Fink, Advertising Manager, New York "World"

Hal Fink has been appointed advertising manager of the New York *World* and *Evening World*. He has been assistant advertising manager of these two newspapers.

M. P. Linn Made General Manager Beckwith Agency

M. P. Linn, manager of the St. Louis office of the S. C. Beckwith Special Agency, has been appointed general manager of that organization with headquarters in New York, effective June 1.

Prior to his connection with the Beckwith agency Mr. Linn was general manager of the St. Louis *Republic*. He has been active in advertising and civic affairs of St. Louis, having served a two-year presidency of the Advertising Club; as a member of the War Board and Publicity Committee, Chamber of Commerce; chairman Municipal Advertising Committee; vice-president St. Louis Newspaper Publishers Association; member Council of Defense; director of St. Louis Convention, Publicity and Tourist Bureau, and director and member of Productions and Publicity Committee, Municipal Theatre Association.

New Chicago Advertising Agency

The Martin V. Kelley Company, Toledo advertising agency, has sold its Chicago office to H. E. Remington and J. V. Gilmour, who will continue the business in that city under the name of H. E. Remington Advertising Company. Mr. Remington, who has been in charge at Chicago for Kelley for a year or more, will be president of the new agency and Mr. Gilmour, secretary and treasurer. The latter has been associated with the Kelley company for some time.

The following accounts have been transferred to the Remington agency:

Chicago, Milwaukee and St. Paul Railroad; Chicago, Rock Island and Pacific Railroad; Chicago and Eastern Illinois Railroad; Union Pacific Railroad; St. Paul Lines, and the Drake Hotel, Chicago, Ill.

Wallace B. Blood with Ray Battery Company

Wallace B. Blood, vice-president of the Campbell, Blood & Trump Advertising Agency, Detroit, has been appointed director of sales and advertising of the Ray Battery Co., Ypsilanti, Mich. Mr. Blood will retain his office with the former concern in an advisory capacity.

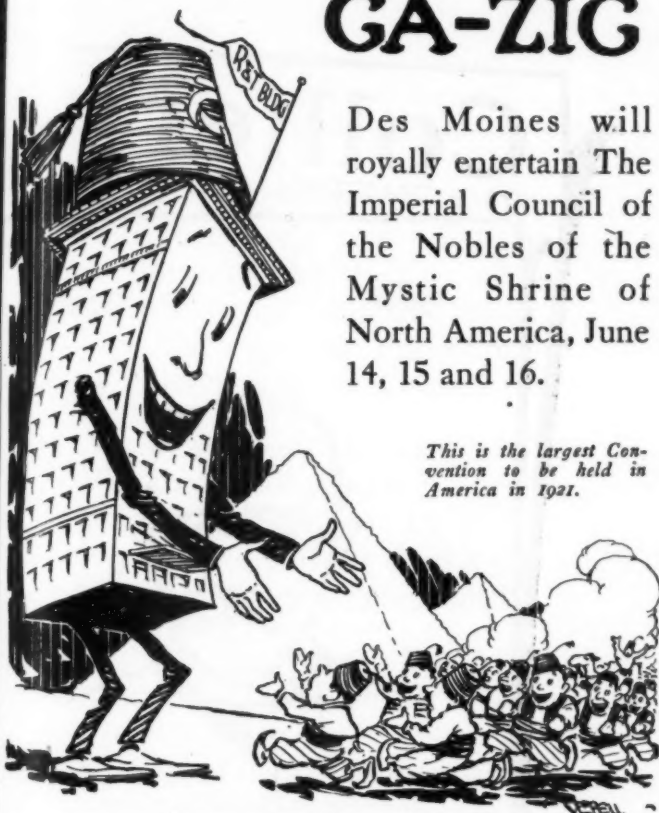
Ferris Account with Corman Agency

The advertising of F. A. Ferris & Company, New York, Ferris hams and bacon, is being handled by The Corman Co., Inc., of that city.

Atlantic Coast Fisheries with Dyer

The Atlantic Coast Fisheries Company has retained The George L. Dyer Company, New York, as advertising and merchandising counsel.

Be Gay With ZA-GA-ZIG



Des Moines will royally entertain The Imperial Council of the Nobles of the Mystic Shrine of North America, June 14, 15 and 16.

This is the largest Convention to be held in America in 1921.

Nobles interested in advertising and publishing will be welcomed at the home of The Register and Tribune. Our modern plant produces over 100,000 newspapers for Iowa readers every 24 hours, seven days a week. We are sometimes told that this is one of the most up-to-the-minute publishing plants in the middle west.

The Des Moines Register and Tribune

*Yours in
the faith,*

Henry J. Watts, Mgr.

Collier's

THE NATIONAL WEEKLY

get a copy



*John Hays Hammond, author
of "They Make Their Luck," in
Collier's for May 28*

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*"Life ain't in holding a good hand
but in plaing a pore hand well."*

Cowboy Motto

John Hays Hammond often has been called a lucky man. When Cecil Rhodes paid him the largest salary any man had ever received, the envious, and some others, cried: "Oh, what luck!"

But Mr. Hammond knows better. To him, the whole matter of luck is bound up in that cowboy motto. Most "lucky" men have had to *make* their luck.

In Collier's for May 28, Mr. Hammond analyzes, better than it has ever been done before, the part that *controlled* luck plays in your life and business.

Collier's
THE NATIONAL WEEKLY

Rotogravure Creates a High Class Impression and Also Sells Goods



FOR every type of merchandise where luster or texture of fabric, beauty of finish or quality of any sort is desirable in presentation, consider carefully the possibilities of ROTAGRAVURE.

It offers all the advantages of the very finest grade of periodical printing with the tremendous intensity of newspaper concentration.

In Baltimore surely schedule the SUNDAY AMERICAN ROTAGRAVURE, an exquisite piece of Art Gravure Corporation printing, where your advertising will be associated with pictures in which Baltimoreans are tremendously interested because two thirds of them are Baltimore happenings or Baltimore people in action.

It's unquestionably a fact that practically every SUNDAY AMERICAN reader sees everything in the ROTAGRAVURE section. This means 100% circulation value for your advertising message, reinforced by its high class presentation and the tremendous pulling power of ROTAGRAVURE.

Sell your goods through the Baltimore AMERICAN'S ROTAGRAVURE Section offering just under 100,000 intensified circulation, much of it in Baltimore, at 35c per line.

THE BALTIMORE NEWS

Evening, Daily And Sunday:

The Baltimore American

Morning, Daily And Sunday.



DAN A. CARROLL
Eastern Representative
150 Nassau Street
New York

Have a week
Advertising Manager

J. E. LUTZ
Western Representative
First Nat'l Bank Bldg.
Chicago



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An Unusual Plan for Distributing Advertising through Jobbers

An Idea That Induces Distributors to Invest Their Letterheads to Get More Sales

FRANK SEAMAN, INCORPORATED
NEW YORK, May 5, 1921.

Editor of PRINTERS' INK:

We have before us a question which offhand you would think could be readily answered; at least you would expect to find considerable reading matter concerning its vital aspects, in view of the fact that the material involved is used daily and spread broadcast by the millions throughout the country. Up to the present writing we have been unable to locate any specific information on the subject and we will appreciate your co-operation in its solution.

The question is: "What is the best way to secure wide yet economical and useful distribution of 'envelope stuffers' through the jobber?" This question may be further divided, viz.:

1. When envelope stuffers are supplied free, what particular benefits are to be derived in imprinting them with the jobber's firm name and address?

2. Re, advisability of charging jobber for such imprinting?

3. Re, advantages to be derived in supplying envelope stuffers free of charge; but quantities to be governed by amount of purchases of goods?

We have, at numerous times, found occasion to solicit the aid of PRINTERS' INK in the solution of such questions as the above, and each time our endeavors have been appreciably rewarded.

FRANK SEAMAN, INCORPORATED,
J. C. TOOHY,
Marketing Division.

WHEN we first read Mr. Toohy's question, "What is the best way to secure wide yet economical and useful distribution of 'envelope stuffers' through the jobber?" we were tempted to dispose of the inquiry by simply saying, "It can't be done." On second thought it occurred to us that a successful plan of distributing stuffers through retailers, with which we are familiar, could also be applied to the jobber.

But before describing this plan, let us briefly answer Mr. Toohy's other questions. Question 1: When envelope stuffers are supplied free, it is best to imprint the jobber's name on them, because where that is done it will be much easier to interest him in the proposition. At best, it is hard to get the whole-

saler to use envelope inserts. He will be more inclined to use them if his name is linked up conspicuously with the distribution of the article.

Number 2: Where it can be done, it is advisable to charge for the imprinting. If the jobber has a financial investment in the stuffers he will see that they are not wasted. But unless the jobber is an exclusive distributor or in some other way participates pretty liberally in the success of the product in that territory, it will be a triple-size-he-man task to get him to put up his money for imprints or for any other advertising matter. He will tell you that he can get all he wants free of charge.

Number 3: This question is already fairly well answered in the reply to the other two. A free distribution of stuffers is advantageous because it meets with little resistance. But what is easy to obtain is not appreciated, and is likely to be extravagantly used or, what is worse, not used at all. For this reason it is a good plan to attach some arbitrary value to free advertising matter, such as limiting the quantity obtainable according to the size of the purchase, according to the number of dealers served, or in some other way.

However, anyone who is familiar with the difficulty of getting unstinted co-operation from the jobber will not become riotously enthusiastic about any of the foregoing suggestions. All of them have been tried, with more or less success or failure, as the case may be. What is wanted now is some other plan—something that hasn't been worked to death. That is why an account of this dealer scheme which has been used so successfully by one manufacturer may be helpful.

This manufacturer eliminated the word "stuffer" from his advertising vocabulary. The word is in bad repute. Mention it to the average jobber or retailer and he will yawn and suggest the discussion of some live topic, such as the weather. So when this advertiser wishes to distribute "stuffers," he calls them something else. His favorite plan is to dub the effort "A Christmas Campaign" or a "Spring Opening Week," or some similar name. He asks his retailers to send him their mailing lists and enough of their letterheads to cover the lists. The advertiser prepares a letter, has it processed on these letterheads, addresses the envelopes, inserts the letters, puts in a stuffer and then ships the entire batch back to the retailer, all ready for mailing.

Since all the work is taken off the merchant's shoulders he will be glad to conduct such a campaign. The psychology of the plan is this: Lithographed, or engraved or embossed letterheads cost money. The dealer will not waste them. When the manufacturer asks for a bundle of his letterheads he will send enough to cover his mailing list and no more. Also when the printed letters are returned he will not put the bundle behind the counter. Remembering that he has hard-earned money invested in those letterheads, he will lose no time in getting the mailing to the post-office. Under the old plan, where stuffers were lavishly offered, the retailer would lightly say, "Send me 5,000." As a matter of fact, he might not have been able to use over 1,800. Under the new plan the dealer will not loosely toss away 5,000 of his letterheads, even if he had that many. He will select just as many as are needed and no more. The value of this plan is that it induces the distributor to approach the proposition with care and frugality.

There is no reason why this idea cannot be used in distributing advertising matter through jobbers also. The jobber would be willing to invest his letterheads where

he would not be willing to invest his money direct. Perhaps the plan would not apply to every field, such, for example, as a low-priced product, intensively distributed. But again perhaps it would. Some discrimination would have to be exercised in the selection of a dealer or jobber entitled to the campaign, and some care should be taken in culling lists. With these provisions the idea has wide applicability and is worthy of more general employment.—[Ed. PRINTERS' INK.]

"Bargain Counter" a New Kind of Mail-Order Catalogue

A supplementary catalogue, called "The Bargain Counter," has been issued by Sears, Roebuck & Co., Chicago. This catalogue offers, to regular customers only, leftover merchandise which had been previously offered in other catalogues. In it is listed all merchandise that the company is especially desirous of closing out.

The quality of all of the merchandise offered is guaranteed. The booklet contains 118 pages and features men's, women's and children's apparel, piece goods and housefurnishings.

Kansas City Advertising Club Elections

At the annual meeting of the Kansas City Advertising Club, Louis E. Holland, president of the Holland Engraving Company, was elected president. The other officers of the club for the ensuing year are as follows: First vice-president, E. F. McGuire, Potts-Turnbull Advertising Co.; second vice-president, Miss Lucile McNaughton, Bunting Hardware Co.; secretary, Geo. M. Huser; and treasurer, W. R. Snodgrass, Fidelity National Bank & Trust Co.

Canadian Paper Exports Increased

Canadian exports of pulp and paper for the month of March were valued at \$12,407,476, compared with \$11,668,796, for the month of March, 1920, a gain in value of \$738,680, and were \$3,738,661 above those reported for the month of February, 1921.

In comparing the volume of business the tonnage of newsprint for the month of March, 1921, was 75,773 tons, as against 71,307 for March, 1920.

R. M. Knight at San Francisco

Roland M. Knight, formerly with the Thos. Cusack Company at Chicago, and more recently manager of the publicity department of the Woodward & Lothrop Printing Company of St. Louis, has joined the staff of Rodgers Advertising Bureau, San Francisco.

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Europe Coming Back, Says Dwight W. Morrow

Vice-President of J. P. Morgan & Company Addresses Advertising Agents

AT the monthly luncheon of the New York Council, American Association of Advertising Agencies, held at the Hotel McAlpin on Friday, May 20, Dwight W. Morrow, of the firm of J. P. Morgan & Company, told how advertising could help in the present world situation.

Mr. Morrow has recently returned from an observation trip to Europe, representing the great banking firm of Morgan. He said in part:

"A discussion of the foreign situation brings us into a very large topic. It touches vitally our daily life. Our prosperity is wrapped up in how the foreign situation works out.

"I have been amazed, during my last trip, at the extent of the recovery, especially in France, during the past twelve months. It is, of course, easy to look back now and see what should have been done about boundaries and other matters discussed, but no final act could have been accomplished at the Peace Conference which would not have caused suffering and inconvenience to multitudes of people during the period of readjustment. The passage of time has been doing what conferences and decisions could never do, and the results are beginning to show. The main loss of the war was not in the physical things destroyed, though they show, and are the most spectacular.

"The world has a way of getting over great devastations and destruction of physical property in a surprisingly short period of time. Seventy-five years or more ago John Stuart Mill tried to explain this quick recovery by showing that capital was constantly wearing out, anyway. In the production of new capital, capital is always being destroyed. We see it everywhere. Buildings are torn down, new and better ones put up in their places. Railroad tracks

are replaced, wheat is grown to be destroyed and grown again. Always the old is replaced by the better, the more economical, the more efficient. Most of the physical equipment destroyed in the war would have worn out anyway.

"The loss of power to use that capital to make more was the real loss. Of course, the great loss was the loss of life, and after that the loss of the ability of men to work with each other, the loss of organizing skill.

"We don't think often enough of how closely the world is tied together and how the men who make and aid in the distribution of goods aid in retaining the confidence men in various countries have in each other. If this confidence can be retained and strengthened, property losses can soon be made up.

"One hundred years ago forty miles was the approximate trading area—the area of making and using goods. The exchange of productions was extremely limited.

"Your business, the profession of advertising, is to do something to facilitate the exchange of goods over wider and ever-increasing areas.

"Large-scale production depends on world-wide distribution. They go hand in hand and have greatly increased the dependence of the various peoples of the world upon each other.

"It is a situation which the force of advertising has greatly aided in bringing about during the past twenty years, and it is a fact which has brought your business about. War broke down this complicated mechanism. The world and time are gradually rebuilding it.

"It will be true in the future as it has been true in the past that that character and capacity and skill in organization will be the qualities which will determine the lasting worth of individuals and of nations.

"In the Franco-Prussian War France lost but little of a physical nature, but she lost heavily in her power of organization. Revolution followed a humiliating peace. In the recent war France suffered heavy losses of a physical nature, but she achieved great gains in power of organization. Her external debt to-day in gold francs—including the debt to the governments of Great Britain and the United States—is something less than seven times the amount of the indemnity she paid in less than three years after the Franco-Prussian War.

"The differences between then and now are not easily appraised, but it may well be that France to-day is better able—if she maintains the spirit to do so—to carry an external debt of 33,000,000,000 of gold francs than she was to pay an external debt of 5,000,000,000 gold francs then.

"At all events, what France has accomplished in the payment of her external debt in the last six months is little less than amazing. Her external debt reached its maximum point at the end of September, 1920. At that time it amounted to 35,328,000,000 francs. At the end of March, 1921, her total external debt amounted to 32,723,000,000 francs, a reduction of over 2,600,000,000 gold francs, or something more than \$500,000,000.

"It is probable that France has made substantial sales of foreign-held securities; she has also made some specie payments, and we know that there has been a very remarkable improvement in her foreign trade position.

"The truth is that France is again becoming a self-sustaining country. She is reducing her imports of foodstuffs; she is developing a surplus of goods for export. In the calendar year 1919 France's imports exceeded her exports by almost 24,000,000,000 francs. In 1920 the import balance was about 13,000,000,000 francs. In the first three months of 1921, however, this import balance has been changed into a small export balance.

"This is the fundamental ex-

planation of the change in the French position. This is the explanation of the rise in French exchange. During the last three months the people of France have been doing more for the rest of the world than the rest of the world has been doing for France.

"It would be idle to suggest that France is out of her troubles. She has very grave problems ahead of her. It is to be hoped that with the settlement of the German indemnity she will be able to reduce the size of her army. It is to be hoped also that the counsel of her wisest leaders will prevail with reference to the handling of her domestic debt.

"The solutions of these problems will call for all of the patience, the courage and capacity of the French people. But no one who knows the French can doubt that they will be solved, and to those who have always believed in France the remarkable improvement of her condition in the past six months has been an inspiring justification of their faith. France has still a long road to travel, but she has distinctly turned the corner. And she has turned the corner more quickly than anyone would have believed possible in three years.

"The history of England after the Napoleonic wars and Holland after the cruel and devastating wars with Spain also prove that it was the power of men to apply themselves to new conditions and render new services which brought commercial supremacy out of chaos. It will be that way again. The nations and individuals who take conditions as they are and adapt themselves will go forward.

"One of the great tasks of advertising as I see it is to help along the great work of making men have faith in each other and to realize their dependence upon each other. In bringing home these facts and in aiding in world-wide distribution without which big scale production is impossible, advertising will perform a great service toward the rebuilding of the new world."

City
Population
1,823,779



Seal of Philadelphia

Separate
Dwellings
390,000

Prosperity in Philadelphia

The Board of Revision of Taxes of the City of Philadelphia on May 13th announced that the total assessed valuation of taxable property in Philadelphia is eighty million dollars more than the official estimate made last October; the grand total real estate assessments being \$2,135,731,299.

Personal property shows a taxable valuation of \$707,793,316, and there is also the addition of \$1,190,829 for horses and cattle.

Mayor Moore and other city officials make the forecast that the tax rate will be cut and brought back to the old rate.

Philadelphians are not only prosperous, but have money with which to buy the things they want.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Bulletin

"In
Philadelphia
nearly everybody
reads the
Bulletin"

Net paid daily average circulation for
April:

512,550 copies
a day

No prize, premium, coupon or other artificial
methods of stimulating circulation have
ever been used by The Bulletin.

The Bulletin circulation is larger than that of any other daily or Sunday newspaper published in Pennsylvania, and is one of the largest in the United States.



Bill seldom waits outside

PERHAPS you think it strange that "Bill" is seldom found outside. While other salesmen continually cool their heels without, Bill breezes into the inner sanctum.

Yet he's not of the hail-fellow-well-met type, but in his quiet, dependable way he makes a hit because he brings a friendly message every trip—some business tip or bit of gossip which shows he knows and likes his field. You know the "Bill" I mean—his type has raised the salesman's standing. He's always greeted with a friendly hand and friendly smile.

The Business Papers carry through your message in a similar way. Dealing with the business man's own business, they're like a welcome friend, admired for his

THE ASSOCIATED BUSINESS PAPERS, INC.
With 122 member papers reaching

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achievements, respected for his leadership, referred to for his wisdom and held many times in affectionate esteem.

The business of the Business Papers is to exert a wise and wide influence upon the commercial and industrial development of the country. When the advertiser can get this kind of an approach to the mind of the buyer, the battle is more than half won.

And now's the time to reach your prospect in this friendly helpful spirit—to reach him often and continuously—to fill your message full of news that fits his present state of mind—Business Paper pages meet this need. Their publication dates are frequent—you can make your message timely to each trade. Their rates are low—your advertising can be continuous at a limited cost for space. Their closing dates are close to dates of issue—your appeal can contain the latest news of conditions in your field. To get the facts and figures on each group, or individual paper, you merely have to write.

A. B. P.

"Member of The Associated Business Papers, Inc.," means proven circulations, PLUS the highest standards in all other departments.



Headquarters 220 West 42d Street - NEW YORK
53 different fields of industry

They Buy as Chicago Buys

Mrs. Peoria knows just whose gloves Mrs. Chicago is wearing. What is more, she wears them herself.

Mr. Kokomo knows the type of roadster Mr. Chicago is driving. He has one parked in his own garage.

You'll find the same brand of breakfast food in Mrs. La Crosse's kitchen and Mrs. Chicago's kitchenette; the same trade-marked collar on the chiffoniers of Mr. Chicago and Mr. Evansville.

There isn't a man or a woman in the territorial circle surrounding Chicago who isn't influenced by the buying habits of Chicago.

There isn't a dealer in those surrounding towns who doesn't know every product that the Chicago dealer is successfully selling.

So when you sell *Chicago* you inevitably win the favor of the towns surrounding Chicago. You can't sell that territory until you *do* sell Chicago. And you can best sell Chicago with the one newspaper that concentrates your advertising fire upon Chicago.

That newspaper is The Chicago Daily News.

With a circulation exceeding 400,000, The Daily News is read by 7 out of every 9 persons in Chicago who read the English language.

They are the buying majority who determine the fate of your product in the Chicago market; and their influence will inevitably react upon the markets outside of Chicago.

Sell them! Sell Chicago first! Sell it completely, definitely, thoroughly! When once you've accomplished that, you have nothing to worry about.

The Daily News

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After All, It Is the Customer Who Makes the Price

The Plight of the Retailer Who Can't Reduce His Costs as Fast as He Would Like

By W. R. Hotchkiss

IN time of war, famine, or any other extreme scarcity of goods, the profiteer needs Government regulation. But in normal times—and to-day conditions are very close to normal—the price paid for goods depends entirely upon the demand or the acceptance of the customer.

In retail merchandise and service, the customer gets what he wants, at the price he will pay.

We proved that abundantly a year ago. Prices of everything were abnormally high: raw materials were high; labor was high; many goods were actually scarce. There existed no fundamental reason for price lowering, except one—

The customer refused to buy the goods.

After that, no market condition mattered. Prices dropped for a reason totally new to many men—and they kept right on dropping, until they reached the point where the customer would accept them.

Roy Dickinson, in his valuable report of store conditions, published a few weeks ago, found varying prices for the same articles in his local stores. It seems logical, at first thought, that prices should be the same in all stores for the same goods; and yet thousands of people pay thirty to fifty cents to see a motion picture, when they might see exactly the same picture at other theatres for ten to twenty cents.

Until we have standardized stores, we cannot expect standardized prices.

Now we have Decker stores in Montclair. I know the Decker brother who runs the Montclair stores, very well. He is a fine man, and I especially like his frankness and courage.

His original store caters to the

finest trade in Montclair. They deliver goods and charge them to your account. They have high-priced salespeople who waste half their time being nice to the nice ladies. They have a lot of capital invested in fine goods that have an excessively slow turnover. They handle a tremendous lot of tedious telephone orders. The overhead cost is high, and Decker Brothers have to live. But Mr. Decker is a sensible man. When the chain stores began to get the bulk of the grocery trade in Montclair, he said, "I can sell goods just as cheaply as they can, if that is the way people want to be served. I'm going to give people what they want." He didn't whine about the contrary public and the stores that sold "truck." He opened several "Thrift Stores," as Mr. Dickinson discovered.

ADDED OVERHEAD IN SELLING
MRS. DE PEYSTER

But, if Decker sells Ryzon at sixty cents in his high-class store, he is not profiteering, perhaps; he is trying to get the profits required to pay his high-cost overhead, for Mrs. de Peyster, who buys it in his classy store takes five times as long to buy it as is required to hand it to Mrs. Harris in his Thrift Store, and then he has to deliver it, and wait three months or more to get his money for it, while Mrs. Harris pays cash on the nail and carries it home—and there's an end of it.

Of course Mrs. de Peyster wouldn't think of going into the "Thrift Store"—it might destroy her social prestige. And how could Decker Brothers afford to cater to the Mrs. de Peysters if the cost of the catering were not paid for?

The people must be brought to see that the cost of catering to

their own whims and unconscious meanness adds several times as much to the cost of the goods as the entire net profit that goes to the merchant himself.

The customer not only makes the price, or accepts the price, but constantly causes the price, to which there is so much objection. The cost of doing business, in stores, is almost double what it would be if merchants didn't have to pay for a lot of useless "service" that people foolishly demand, because they think it doesn't cost them anything!

"Oh, send it," says the woman from Plainfield, when she buys the spool of cotton, or the tube of tooth paste—"your wagon is going out anyhow."

"Just send these four out home for me," says the woman from South Orange, when she wants to pick out a blouse, "and I'll get Mrs. Robins to help me decide," forgetting that it will cost several times as much to bring back the other three blouses, credit them, and get them fit to go back into stock again—and that one of them may be damaged in the delivery because they were badly packed coming back.

Then people wonder why a store has to charge so much profit—folks seem to think that all these silly things can be done without costing anything. And who would have things returned to stores this way if they knew that this returned goods privilege added at least 10 per cent to every dollar's worth of goods sold in department stores everywhere?

Now let us consider a moment the matter of retail prices dropping down in the same percentage as the manufacturers'.

Here is a store doing a business of ten millions a year. It costs (let us be conservative) twenty-five per cent just to do business. That means that \$2,500,000 must come out of the ten millions, to pay expenses. Suddenly—in a single season—wholesale prices drop an average of twenty-five per cent—which, I think, is a fair statement of the recent change. If these goods are sold on the same

margin of profit as before, the store's sales—assuming that it sells exactly the same amount of units of merchandise as it sold the year before—will be \$7,500,000.

Its rent will be the same. Most stores, I am told, have maintained the same salaries, and largely the same census—for they are selling just as many units of merchandise and waiting on just as many customers, delivering the same volume of goods, and, by reason of public uncertainty and suspicion are doing more advertising, in many cases, and spending more time and energy on the actual selling.

So where is the merchant to cut down on that \$2,500,000 cost of doing business? And, if he does not cut it down, his percentage of cost of doing business jumps from twenty-five to thirty-three and one-third per cent and he is ruined!

Just to keep alive, and have his own income reduced twenty-five per cent., our merchant must do the following things, when there comes a sudden drop of twenty-five per cent in the cost of his goods, if he reduces his own prices immediately to replacement costs:

1. He must destroy twenty-five per cent of his capital, in goods.

2. He must get his rent reduced twenty-five per cent immediately.

3. He must reduce his entire force by 25 per cent.

4. Or, he must reduce the salaries of all people retained by twenty-five per cent.

5. He must pay twenty-five per cent less rates on freight, express and mail.

6. He must get twenty-five per cent reduction on his advertising rates, unless he reduces his space by twenty-five per cent.

7. He must get twenty-five per cent reduction on light and heat and power.

Just a little thing like that—and perhaps there are many more substantial items to negotiate.

Perhaps you are now wondering how the merchants have existed, under the circumstances. Most of them have done heroic things that deserve service medals.

They have sacrificed their capital, most heroically.

They have been doing business with little or no profit.

They have refused to discharge many employees.

Being largely owners of their own buildings, they have not had to find the cash to pay rent.

Then, in spite of the chorus of calamity howlers, they have sold more units of merchandise than ever before. With prices down twenty-five per cent, they have sold within five per cent of the stupendous volume done last year, during the same months, when figures reached the peak of all retail history.

Sometimes stores haven't done what short-sighted people think they should; but what they have done has been the most courageous, the most intelligent, the most patriotic work ever done in the history of the human race, commercially—done with more heart and soul than we ever knew shopkeepers had—done to protect em-

ployees, the public, manufacturers and their industries, including labor.

Of course, there have been gross exceptions.

If we, the consumers of America, want to pay low, fair prices for the goods we buy, we've got to cut out some of the fool overhead costs that we are now piling on stores. But, if we are too much afraid of our social prestige and too improvident to pay cash, we'll pay sixty cents a can for Ryzon, and it will be worth it. If anybody can buy or protect his or her social prestige at the rate of fifteen cents a pound, I say it's cheap! Some people can't buy it for millions.

But, if we have character and reputation of less fragile quality, we can afford to go to the Thrift Store and save the money, and there are more limousines parked in front of the chain stores in Montclair on any Saturday morning than visit the high-class stores all week.

**The
George L. Dyer Company
42 Broadway
New York**

**Western Offices
76 W. Monroe St.
Chicago**



**Newspaper, Magazine
and Street Car Advertising**

Publicity and Merchandising Counsel

Smiling Out of an Adjustment Letter

Slight Change in Beginning of a Letter Enabled Mail-Order House to Get Off on Right Foot

By R. M. Rhodes

THE article, "Giving Money Back with a Smile," in a recent issue of *PRINTERS' INK* reminds the writer of the experience of a certain mail-order house which took on a new manager some time ago.

This man had never had mail-order experience, but he had been a retail store manager and a very successful one. One of his first concerns was the treatment of "kicks" and "returns."

For a week he watched the letters going out from the adjustment department in reference to goods returned.

While in form they were perfectly civil, the spirit of them was cold and unsympathetic.

Before saying anything he made a little quiet investigation in the files and found that a large percentage of those returning merchandise for any reason failed to order again. Apparently they felt frozen out after receiving the adjustment letter.

It is one thing to make a discovery like this and another to remedy it when the letters have to be answered by low-salaried correspondents. Nor would a form letter do, for every case was individual and had to be handled accordingly.

One afternoon this manager sat down to think this problem through. He jotted down his thoughts about as follows:

We don't want people to keep any unsatisfactory article.

We want to get not merely this fact but this *spirit* across to them when they return any article.

Our correspondents aren't adept enough to do this between the lines.

Anyway, they have the wrong idea: they *dread* to see things come back. They don't realize that it is

more profitable for us to lose the money on a single purchase and keep the customer than for the customer to keep the article and not purchase any more.

The average customer doesn't enjoy sending an article back. He or she feels more or less sensitive about the transaction. It is a bit unpleasant and, to some, even embarrassing.

If this were a retail store and people came in with the article themselves I'd know how to handle it. I'd take all the embarrassment out of the transaction right away by saying, "Mrs. Johnson, I am glad you brought this back."

The manager jumped up and hurried to the adjustment department. "Hereafter," he said to the correspondents, stopping all work for a minute, "we do not start our letters with our old favorite sentence, 'We have received the gloves which you returned, etc.' From now on we start every letter concerning a returned article with this sentence: 'Dear Mrs. So-and-So: We are very glad you returned the gloves; or whatever the article is.'"

Said that manager to the writer many months later, "That little sentence made all the difference in the world in our letters. With that natural, friendly start the correspondents soon got an entirely different atmosphere into their letters. To-day some of our most loyal customers are folks who have returned goods since we started using 'We are very glad' as an opening for our letters. Nothing else we could say would be so effective as an opening, nor would that statement be so effective any place else in the letter as it is as the opening sentence. And why shouldn't it work? *It smiles right out at them!*"

Leads World in Automobile Advertising

MORE ADVERTISING of automobiles and accessories is carried in The Indianapolis News than in any other newspaper in America of its class (*six days a week.*)

Merchandising a car, an appliance, an oil or a gasoline in the Indianapolis Radius is best accomplished through the regular marketing channels. Use dominant advertising in the medium that covers the territory to encourage distribution and create a consumer demand.

The Indianapolis News

USE NEWSPAPERS ON A THREE-YEAR BASIS


New York Office
DAN A. CARROLL
150 Nassau Street

FRANK T. CARROLL
Advertising Manager

Chicago Office
J. E. LUTZ
First National Bank Bldg.

The International Sweepstakes Races at the Speedway at Indianapolis helps maintain a high interest in automobiles and accessories in this rich market.





The Engineer and H

WITH THE APPROACH OF JUNE the sentimental appeal of the college reunion grows strong in the heart of the old grad. Will he go back to renew his acquaintance with the library and laboratory? He will *not*. If he goes, it will be to see the boys—to renew his youth.

Back in '00 he left the campus with his system full of calculus and confidence. His working knowledge of machinery was gained from experimental equipment that illustrated *principles*, but the practical man would say, "My what a pile of junk."

The classics of the literary courses are still good, but for the *engineer* things go out of date like a newspaper. The achievement of yesterday is commonplace today and obsolete tomorrow.

How has the successful engineer kept abreast of his profession—the development of his specialized industry?

The technical journal is the answer.

**The Eleven McGraw-Hill
Engineering
Publications**

Coal Age	American Mach
Electrical World	Ingenieria Internac
Electrical Merchandising	Engineering News-Rec
Electric Railway Journal	Chemical and Metallurgical Engineer
Engineering and Mining Journal	Journal of Electricity and Western Industry



College Reunion

THE TECHNICAL JOURNAL is not something to be read, perchance, when time permits. It is a working tool of the engineer. He must have it, or be left hopelessly behind.

The Eleven McGraw-Hill Engineering Publications

provide a service unparalleled in technical and business journalism. Their leadership is recognized by the foremost engineering executives all over the world.

But what of the young engineers—thousands of them—who will graduate next month?

They have tasted victory. They are going forward—to build.

McGraw-Hill publications will take up the course where the college leaves off,

And your message, your products and service will be new to them.

McGraw-Hill Company, Inc.

Tenth Avenue at 36th Street
New York

Member of Associated Business Papers, Inc.

Try it out in Representative Milwaukee

A Sales Encyclopedia on Syrups and Molasses

All manufacturers and advertising agencies concerned in the merchandising of syrups and molasses can obtain this survey.

It summarizes the present situation of syrup and molasses products in Milwaukee. And Milwaukee is one of the country's major markets—a national sales guide.

Thorough investigations were made among representative stores, bakeries, confectioners, and soft drink manufacturers.

All this, and much more vital information is covered—

Brands of corn, cane, maple syrups and molasses sold by dealers—listed in order of sales volume—percentage of total business on various brands—prices—demand by trade name—are sales to increase or decrease?

The Milwaukee Journal

FIRST—by merit

HARRY J. GRANT, Pub. R. A. TURNQUIST, Adv. Mgr.

O'MARA & ORMSBEE, Inc.

Special Representatives

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Creating Toilet Preparations to Sell Big Drug Line

Nelson, Baker & Co. Find That Advertising Popular Products to Women Expands Their "Penslar Store" Chain

By Edward T. Tandy

WHEN Nelson, Baker & Co. saw they were getting only forty-five per cent of what they thought was their share of their market, the question was, how could they speed up their rate of growth? In other words, what would make their proposition more attractive so as to overcome dealer resistance?

The problem was a hard one. The answer was found in this case, as it already had been in others, in getting something that could be advertised to the consumer as well as to the trade. In this instance the necessary advertisement something had actually to be created. The result was entirely successful.

Nelson, Baker & Co. are manufacturing chemists with laboratories at Detroit, Mich. They make, in addition to the usual standard pharmaceutical products dispensed in medical prescriptions, the long list of popular medicinal preparations which are known as the "Penslar" line, and form the major part of the firm's business.

The Penslar line is marketed by a subsidiary, the Penslar Company, through druggists, who act as special agents, and their stores are called "Penslar Stores." Of these special agents the company had obtained 4,200, whereas it considered that it was entitled to 9,000 at least.

For many years it has been the practice for manufacturing chemists to put up for druggists popular "non-secret" remedies with the druggist's name on the labels and packages. That led to the development of big houses, which about fifteen years ago began putting out their own lines guaranteed by their own names and trade-marks.

All told, there are some seventy-five of such lines, but so far only five, the Rexall, Nyal, A. D. S.,

Penslar and San-Tox, have sought national distribution. These lines are all sold under the special agency method and the competition to secure agents is very keen—and getting them is uphill work at that.

Many druggists still prefer the "imprint" system. They feel that having their own names on their preparations gives them greater prestige. This is especially the case in the larger cities. In small towns, where the druggist is known personally to everybody, prestige does not keep anybody awake at night.

Until, for instance, the United Drug Company took over the Riker-Hegeman chain, eighty per cent of the Rexall business was done in towns of less than 10,000 population. Charles E. Murman, vice-president of the company, told PRINTERS' INK some while back. It was only through the Riker-Hegeman stores that the big cities were opened up.

MANUFACTURERS DEPENDENT ON DEALERS

Yet, outside the big cities, the drug business is still completely within the control of the druggist—that is, the customer takes what the druggist recommends. It is that which makes gaining the druggist as its special agent so important to the manufacturing company putting out a medicinal line.

It has been pretty well determined that even to-day, taking the country as a whole, sixty-five per cent of the people who go into a drug store to buy medicinal preparations do not specify any particular name or line. They just say they want "something good for a headache," "something good for a cough," or for some other trouble from dandruff to corns, and leave it to the druggist to sug-

gest the remedy, trusting him to give them what he thinks is best. If the druggist is an agent for one of the big lines he usually suggests the remedy that is in that line.

And, by the way, there is apparently hardly any limit to the confidence people have in their belief that the druggist can give them "something good" for any old thing under the sun. The other day the writer was in a drug store when a man asked for something that would keep his pet dog from barking—his wife was ill and could not bear the noise, he explained. He was quite hurt when the clerk suggested giving the dog a little Paris green or taking him to a day-nursery!

How, then, when the problem of getting their full share of the business came up, were Nelson, Baker & Co. to increase the pace with which they were signing up Penslar agents—how make their line more attractive? Changes in the line were, naturally, out of the question. Advertising in the druggists' trade journals would, it was felt, product an adequate response if there was something new to say.

A LEADER, TO SELL THE DRUG LINE

Something new to say! That is where the solution of the big problem was found.

Ordinarily the inducement for the druggist to handle a special agency line lies solely in the fact that, as each druggist controls the sale in his locality of the line he handles, he is assured of the benefit of the extra business the products will bring him through their successful and satisfactory use by his customers. But, since the line was not advertised to the public, that was slow work for the druggist. Often it was not inducement enough to overcome his desire to see his own name on the labels.

Hence, the decision of Nelson, Baker & Co. to create an advertisement leader, and the Garden Court line of toilet preparations became the something new and the additional inducement—just as Jontee became the leader for Rexall—and it has worked with

remarkable success, the company says.

It was thought that an advertising campaign properly designed and carried out would make and sustain a market for the Garden Court line, and would increase the prestige of the Penslar agency to such an extent as to make it more desirable. It was further thought that with an enlargement of the Penslar business there would come an increased demand for Nelson, Baker & Co.'s pharmaceutical products, together with the additional advantage arising from shipping all three lines to the same customers. All these things have been brought about, it is stated, to a surprising degree.

Already the company had a variety of toilet items, talc, toilet water, creams, etc.; but they were neither prepared nor put up as a complete and distinctive line. An expert perfumer-chemist was engaged to develop an entirely new line of face powder, cold cream, double combination vanishing cream, talc, toilet water, extract, rouge and almond cream, all linked together and each helping to popularize the others.

Inventing and testing all the different items took some time. It is said that before Garden Court Bouquet passed its final test it had become a blend of no fewer than thirty-two separate fragrances. That is just an illustration of the care that was necessary in preparing the advertisement leader—for it had to enter a field where the competition was even keener than in the drug line market. Moreover, its success had to depend on its quality appeal to the public, a very different matter from just being an inducement to a druggist to do business.

While this was going on, the advertising was prepared. Several basic things had to be determined upon—store identification, name of line, signature, form and color of packages, etc.

Success from the advertising could not very well be expected if the public was to be left in the dark as to which stores sold the products. It would be too much of a handicap to leave women to

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"Star Lights" on Indiana— Lighting Up Lafayette

Sixty-four miles northwest of Indianapolis, in the center of one of Indiana's richest farming communities, is Lafayette, a thriving industrial city of some 28,000 inhabitants.

For its size, Lafayette is one of the richest cities in the middle west. It is the home of the famous Purdue University, and is rich in historical lore. Its railroad facilities are unexcelled, and are greatly responsible for the prominent position Lafayette holds as a manufacturing center.

Lafayette has an excellent newspaper, published both morning and evening, yet despite that fact, 458 daily and 1,600 Sunday copies of *The Star* are read in Lafayette, while Tippecanoe county, of which Lafayette is the county seat, takes a total of 522 daily and 1,778 Sunday copies of *The Indianapolis Star*.

It is the progressive, forward-looking citizen of Lafayette who reads *The Star*, as it is in all Indiana cities. Data gathered from 28 cities in a 75-mile radius of Indianapolis show that one out of every five business and professional men read

The Indianapolis Star

Largest Morning and Sunday Circulation in Indiana

Eastern Representative: Kelly-Smith Co., Marbridge Bldg., New York

Western Representative: John Glass, Peoples Gas Bldg., Chicago

ONE OF THE SHAFFER GROUP OF NEWSPAPERS

search for the right store. Even here the new line and the advertising helped. There had been a Penslar sign but, while there was no advertising, few Penslar agents troubled to put up the signs. The Penslar shield was worked out, and after experiments as to the most suitable medium, was reproduced in decalcomania as a window sign. These were shipped to the Penslar agents scattered all over the country and were installed on the druggist's window by the Penslar salesman on his next call.

It was thought advisable to use a signature with more of the necessary attractive atmosphere than was possessed by the commercial name, Penslar Company. So "Nelson, Detroit," was adopted.

Early in 1919 announcement of the new line was made in a big broadside sent to all Penslar agents and prospects, showing the Garden Court leaders and their handsome blue and ivory colored packages. Color inserts were run in the leading drug trade publications.

A force of approximately fifty salesmen, all keyed up to make the most of the Garden Court line as an advertised leader to be advertised exclusively in the interest of Penslar Stores, carried with them portfolios showing the advertising that would appear and copies of the unusual booklet, "The Eighth Art," which was to be offered with a free sample of face powder to arouse interest and provoke inquiries.

They also carried a very excellent window display screen offered as a part of a free deal to stores ordering a certain amount of Garden Court stock as an initial order.

The first Garden Court consumer advertising appeared in the September, 1919, women's magazines—a full page in color.

At the end of the first year's work, and after only four months of Garden Court consumer advertising, the number of Penslar stores had increased from 4,200 to 5,600, and business on Garden Court was nearly double the volume that had been forecast.

Distribution of the Penslar line lay chiefly in Ohio, Illinois, Michigan, from the Mississippi west to the Rocky Mountains and down to Oklahoma, on the Pacific Coast, in New Jersey and parts of New York. No attempt had been made to open up New York City or the New England States. For the second year a definite programme was laid out. The chief feature of it was an attack upon the unrepresented territory.

An energetic force of salesmen succeeded in establishing some 300 Penslar agencies in New York City and good representation was secured in New England. Sales quotas were fixed not only for the salesmen but for new agency stores, and the sales force in both cases was kept enthusiastic by means of mail matter to beat their quotas each month.

SALES AND NUMBER OF DEALERS INCREASED

By the end of 1920 the total number of Penslar stores had been increased to approximately 7,000, and the sales volume both on Garden Court and the Penslar products grew steadily. One druggist in Washington, operating a group of stores, sold over \$8,000 in Garden Court during the second year it was on the market. Other groups were ordering in carload shipments.

This year, the Nelson people hope to make another big stride toward their goal. A total of 9,000 stores is no longer their limit of expectation. They want to have Penslar stores known as a national institution, with a store in every neighborhood in the large cities and one in each of the smaller cities of 4,000 to 5,000 inhabitants. They adhere rigidly to the policy of only one store in a neighborhood—but they have reached the point, thanks to their advertised leader, where applications for the Penslar agency are waiting against the time when the existing agent may sell out or move to another location!

The Garden Court advertising, which appears in a list of leading women's publications, has been

(Continued on page 41)



Home Delivery By Exclusive SUN Carriers

is the cornerstone on which the circulation of THE BALTIMORE SUN has been built. Pictured above is Overhill road near Keswick avenue—a representative street on Sun Route No. 123, which is located in the northern section of Baltimore. This route is managed by W. H. Gerlach, who serves THE SUN to 95 per cent. of the homes on his route.

☛ Your message in THE BALTIMORE SUN is delivered into the worthwhile homes of Maryland's big city by exclusive Sun carriers.

☛ Many experienced advertisers have proved by test that they can cover Baltimore economically and efficiently through the columns of THE BALTIMORE SUN, whose net paid daily (morning and evening) circulation for April averaged 217,000, a gain of 34,435 over April, 1920.

Everything In BALTIMORE Revolves Around THE SUN

Morning

Evening

Sunday

JOHN B. WOODWARD,
Times Bldg., New York

GUY S. OSBORN,
Tribune Bldg., Chicago

**Baltimoreans Don't Say "Newspaper"
—They Say "Sunpaper"**

tion makes Reputation"



10 January 1921

Mr. James Dayton, Publisher,
New York Evening Journal,
2 Columbus Circle,
New York City.

Dear Mr. Dayton,

RECOGNITION

The work done by your Merchandising Service Department during our recent campaign in New York has proved to me the valuable tie-up you are able to secure with dealers. As you know, we gave Mr. Lynch and Mr. Hobson very little time in which to prepare for this cooperation, but the results did not seem to suffer.

I visited several sections of the city in checking up the work, and in every case found that the dealers had been called upon, and were either displaying Gillette Razors in their windows and in their show cases, or had placed displays on their show windows, to tie up with Gillette advertising.

I am very glad to acknowledge the splendid work accomplished by your Merchandising Department, and thank you for the assistance which was rendered during this campaign.

Yours very truly,

GILLETTE SAFETY RAZOR COMPANY.

E. C. Spaulding
Advertising Manager.

data on

New York market,

the Advertising Department,

NEW YORK EVENING JOURNAL, 2 Columbus Circle, New York

Hearst Building, Chicago, Ill.

58 Sutter St., San Francisco, Cal.

DOUBLE ANY NEW YORK EVENING PAPER

VENING JOURNAL

(Audience Regulations)

Printing Post-Mortems

TO plan a booklet or catalogue—to visualize it in final perfect printed form—and then to feel a distinct sense of disappointment when the first copies are delivered—this is unhappily but too common an experience.

When you buy a car or a sewing machine or a piano, you have a chance to give it first a thorough try-out and careful inspection. When you build a house you can watch its progress at each step.

But when you buy printing there is a wide gap between your final O. K. of the proofs and delivery of the bound copies.

How many times does the finished result live up to all your hopes and expectations?

There is only one kind of printing insurance, that is, to buy from a house that has consistently demonstrated over a long period of years its habit of making good.

Charles Francis Press

PRINTING CRAFTS BUILDING
461 Eighth Avenue, 33d and 34th Streets

NEW YORK CITY

Telephone Longacre 2320

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more in the nature of striking poster effects in color than otherwise. In the earlier advertisements, rather unusual still-life treatment was used, tying up with the attention-arresting Nelson packages. Later a shift was made to the more conventional form which carries a pretty girl.

The Penslar store sign has been in evidence in each advertisement. In the copy for the June issues this year the store sign is the main feature of the illustration. This advertisement has a double object—first to remind the druggist to be sure that he has the sign in his window, and second to tell the woman just where Garden Court can be purchased.

Broadsides in color have been sent to the trade every time a new item was added to the line. Color inserts in the trade papers have also been used. Counter easels have been supplied, and the window display screens are considered to have constituted a real investment for the company.

In this way Garden Court not only made a success for itself but achieved the purpose for which it was created. It has proved a big factor in increasing the business in the big drug line and in making the Penslar agency franchise sought for and valued by its holders.

An interesting feature in this instance of the success to be obtained by creating an advertisable leader is the circumstance that, previously to taking the Garden Court step, the Nelson, Baker & Co.'s advertising had been limited exclusively to the dealer. No consumer work had been done. But from the moment that E. H. Nelson, president of the company, was convinced that advertising, by means of a new leader created especially for the purpose, was the right thing, he went into the task boldly and carried it through in a big way.

American Blower Co. Appoints MacManus

MacManus, Incorporated, Detroit, has been appointed to handle the advertising account of the American Blower Company of that city.

Foreign Business Is Withheld from America

That business amounting to more than \$50,000,000 is being withheld from American merchants and manufacturers to-day through the insufficiency of our trade financing machinery, was the statement made by William C. Redfield, former Secretary of Commerce, before New Jersey bankers at their convention in Atlantic City, N. J., last week.

Mr. Redfield spoke as president of the American Manufacturers' Association, and his estimate of the amount of business that is on America's doorstep waiting to be adopted was advanced as an amendment to the remark he made at Cleveland two weeks ago that "orders aggregating \$20,000,000 were waiting to be placed in America."

"Since my return home I have learned of orders for that amount from a single country of which I did not know when in Cleveland. It would be well within the facts to say that one can place his hand upon good business to a value in excess of fifty million dollars, which is now withheld from our merchants and manufacturers because we have not yet provided the tools with which to do the job."

John Clark Sims Forms Philadelphia Agency

John Clark Sims has gone into the general advertising agency business in Philadelphia. Mr. Sims was formerly in the publicity and new business department of the Guaranty Trust Company of New York; was later advertising manager of the Philadelphia Trust Company; and recently manager of the financial advertising department of the Richard A. Foley Advertising Agency, Inc., of Philadelphia.

Among the accounts handled by Mr. Sims are: Commercial Trust Company, Girard National Bank, Cadbury, Ellis & Haines, and the Philadelphia office of Moore, Leonard & Lynch.

Universal Motor Account with Western Advertising Co.

The Universal Motor Co., Oshkosh, Wis., manufacturer of marine motors and farm lighting plants, has placed its advertising account with the Western Advertising Co., of St. Louis. Copy is being used in a list of marine journals and motor boat publications.

Leaves Bramhall, Deane Co.

M. J. Donahue has resigned as advertising manager of the Bramhall, Deane Co., New York, maker of ranges and other kitchen appliances.

Lowell, Mass., Newspaper Changes Name

The name of the evening edition of the Lowell, Mass., *Courier-Union* was changed to the *Evening Leader* on May 7.

How Many of These Advertising Questions Can You Answer?

Mr. Edison Has Declared That the Modern College Man Makes a Poor Showing When It Comes to "General Knowledge"—
What of the Advertising Profession?

WITH no desire whatsoever to reflect upon Mr. Edison and his several questionnaires, as applied to college men trying for a position with the Wizard of Menlo Park, PRINTERS' INK has gathered a number of Advertising Questions together. Everybody else is doing it, and we always like to be in style.

The questions are placed in no technical and segregated rotation. They purposely skip from one field of advertising endeavor to another, at will.

How many of these questions can you answer?

Without referring to data, write out your answers from memory. *But please don't send them in to us!*

* * *

What two colors can be seen for an equal distance?

Describe one universally accepted example of the above to prove your answer.

How many publications are issued in the United States?

What is the difference between agate and nonpareil?

In a twenty-four-page book, how would the numbers run on the flat sheet, after folding and before trimming?

What American advertiser was the first to use full pages in magazines?

What was the first really popular American weekly?

What is the oldest American magazine?

Who invented the Ben Day Process?

List eleven ways of determining an advertising appropriation.

What steps must be taken to protect a trade-mark?

What color is most apt to fade when exposed to light and sunshine?

What are the dimensions of a standard newspaper page?

Name the functions of a "silver-print."

What would you consider the most valuable service performed by the jobber? (To the retailer?)

When was the first newspaper directory published and by whom?

What is distinction between a trade paper and a technical paper?

What is meant by "Point-of-Sale" advertising?

What is a Milline? Who invented it?

How many ems to an inch?

What is the difference between monotype and linotype?

How do you figure the most economical size paper sheet to use when given the size and number of pages in a booklet?

Would yellow photograph as dark as blue?

How many pages make the unit in any form?

What very famous Spanish artist first successfully used pen and ink for illustration?

Name three important advertising accounts that, while once prominent, have entirely disappeared from our public prints.

Should the display line of a street car card be at top or bottom? Tell why.

What is the most advantageous position for a coupon?

Name five authors of books devoted to advertising.

What was the first phonograph advertised?

The first typewriter?

What is the difference between dry-point and any other style of etching?

What is the "French Proportion"?

Who first commercialized printing?

What fountain pen was the first to advertise nationally?

What product originated the phrase, "He won't be happy till he gets it"?

May 26

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Increasing financial advertising in The Minneapolis Tribune gives evidence of the rapid return of business conditions to a normal status. The Tribune long has been the recognized financial advertising medium of the Northwest and its leadership in this class of advertising becomes more firmly established each year.

That the buying public of Minneapolis is most responsive to the advertising of Minneapolis merchants is well indicated by the large volume of local display advertising carried by The Minneapolis Tribune. On Friday, May 6, and again on Friday, May 13, it was necessary for The Evening Tribune to carry forty pages in order to take care of the advertising placed by local merchants.

The Minneapolis Advertising Club had as its principal speaker recently Merrill Hutchinson, advertising manager for the Pillsbury Flour Milling Company, of Minneapolis. Mr. Hutchinson addressed the club on "Best Advertising Media."

Wholesalers and jobbers of Minneapolis have engaged a special train and will visit retail merchants of Minnesota, South Dakota and Iowa the week of May 23-28. They will carry a band and will devote the trip to the development of closer business relations between the Minneapolis market and the merchants visited.

Minneapolis jobbers and wholesalers are going to ginger up trade throughout the Northwest with a campaign of bargain selling to retail dealers during "House Sale Week," May 31 to June 4. Attractive fare-and-a-half rates are being made by the railroads and it is expected several thousand merchants in the trade field of The Minneapolis Tribune will take advantage

of the sale to visit the market and stock up on summer lines and on fill-ins.

The home-printed rotogravure section of The Minneapolis Sunday Tribune is proving a fertile field for local advertisers, some of the more recent of the recruits to the high art of The Tribune's "Roto" being the Japan Novelty Art Store, Lee Brothers, photographers; the Carlson Gray Shop, "for the stylish stout woman"; the Peck Company, photographers; The National Art Institute, photographers, and the Poppe Boot Shop, "1921 Dress Footwear."

M. L. McGinnis & Co., of Minneapolis, distributors for Starr phonographs and Gennett records, is carrying an exclusive campaign in The Minneapolis Sunday Tribune, running each Sunday for 26 weeks. A feature of the campaign is a release each week to dealers of the popular dance or song "hit" of the day.

The I. J. Bartlett Company, of Minneapolis, has obtained the exclusive right to distribution in Minnesota for the Dream Electrolyte Co., Inc., manufacturer of Dream Electrolyte, a compound which the makers assert will renew dead automobile batteries, and that no matter how many times a battery is exhausted a rest of a few minutes is sufficient for it to regain life without recharging. A strong campaign of advertising is scheduled in The Minneapolis Tribune.

The Northfield Milk Products Co., of Northfield, Minn., is carrying an attractive campaign of advertising in The Minneapolis Tribune for Northfield Evaporated Milk and splendid results are being obtained. The smiling baby, acting as silent salesman, is an illustrative feature commanding wide attention.

Member A. D. C.

The Minneapolis Tribune

Is the oldest and best daily Newspaper published in Minneapolis.

Has the only 7-day Associated Press franchise.

Accepts no questionable advertising.

Makes no trade contracts.

Is cautious as to its credits.

Has the largest total circulation.

Has the largest home carrier circulation



FIRST
in its
City

FIRST
in its
State

FIRST
in its
Federal
Reserve
District

Who painted the original of the famous picture on the label used by White Rock?

What is the definition of "Preferred Position"?

What colors have a marked tendency to "reproduce dark" in a black and white plate?

Name two apparently popular advertising ideas, that were widely used, that culminated in absolute failure.

What is "Dragon's Blood"?

In your estimation, what is the most valuable position in a magazine? In a newspaper?

Why does street car card advertising prohibit the placing of two cards, of the same subject, in direct juxtaposition?

Should a two-color half-tone job be made from a two-color original or from a black and white original with color overlay on tissue? Which is apt to give the best final result?

How does a printer's rule differ from an ordinary rule?

Explain how white text, from type, can be superimposed on a solid black background?

What is a closing date? Why?

Death of George Harriss Larke

George Harriss Larke, advertising manager and assistant business manager of the *New York World*, died at New York last week. He was fifty-one years old.

Mr. Larke came to the *World* two years ago from the *New York Evening Mail*, where he had been business manager four years. Previously he was connected with newspapers in the Middle West as owner, publisher and editor. He had spent practically all his life in newspaper work.

For two years Mr. Larke was treasurer of the American Newspaper Publishers Association, a director and also the chairman of the Committee on Advertising Agents.

J. J. Howell's Territory Changed

J. J. Howell, who has heretofore represented *Motor* in the Southern territory and in New York State, will cover New England and New York State in the future, for that publication.

C. L. Hall, formerly advertising manager for the L. V. Nicholas Oil Co., Omaha, has resigned. He will engage in independent service work for clients.

"Webster" Cigars to Be Made in Detroit

S. T. Gilbert, former president of the Consolidated Cigar Corporation, New York, has become president of the Webster Cigar Company, which has been incorporated at Detroit, Mich. This company has acquired entire rights to the "Webster" brand and label, formerly owned by Y. Pendas & Alvarez, of New York and Tampa, and will manufacture its product solely under this title. A factory is now being constructed at Detroit by the company, and it is expected that production will begin in July of this year.

Joseph B. Wertheim, formerly with E. M. Schwartz, New York, is vice-president, and Samuel Gates is secretary and treasurer of the Webster company.

Mr. Gates informs *PRINTERS' INK* that no advertising plans have been made.

"Foreign Market" a New Publication from Boston

The Importer Publishing Company has been organized at Boston to publish *Foreign Markets*, a business paper for the American importer, both whole sale and retail, of all branches of women's wear, toys, toilet articles, china, glassware, etc., securing its advertising from manufacturers abroad.

The company was organized by Thomas P. Hallock, formerly publisher of *Ford Owner and Dealer*, and Harry Schwarzschild, publisher of *Shoe Findings*.

It is expected that the first issue of *Foreign Markets* will make its appearance during the summer months.

Westinghouse Electric Had Large Sales Year

Gross sales of the Westinghouse Electric and Manufacturing Company for the year ended March 31 last aggregated \$150,980,106, compared with \$136,052,092 in the previous year. Excepting 1919, when sales totaled \$160,379,943, sales for last year were the largest in the company's history. Net profits, however, were much smaller than the previous year, due to depreciation in inventory. Profits amounted to \$12,206,022, compared with \$15,079,830. The surplus income available for the capital stock was \$12,617,536, against \$15,206,341 the previous year.

Minneapolis Agency Has Soft Drink Account

The Dollenmayer Advertising Agency, Minneapolis, has secured the account of The Golden Grain Juice Co., of that city. This company, brewer of Minnehaha Pale and other soft drinks, has distribution in the Northwest. Newspaper advertising will be used quite extensively during the summer months.

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A successful advertiser and a good advertising medium keep together. That's why The Baer & Wilde Co., manufacturers of Kum-A-Part Cuff Buttons, advertise in magazines of The All Fiction Field.

The ALL FICTION FIELD

"The Field of Greatest Yield"

Published by

Doubleday, Page & Co.
The Frank A. Munsey Co.

The Ridgway Company
Street & Smith Corporation

1,596,415 A. B. C. Circulation

OVER TWENTY THOUSAND GROCERY STORES In the Thirteen Southern States

A bounteous table is typical of the Southern household, and regardless of conditions, we may expect the South to be a major territory in its demand for food stuffs.

Twenty-two thousand five hundred and sixty-nine exclusive grocery stores, supplemented by 83,416 general stores, supply food stuffs for the thirty million people who reside below Mason & Dixon's line.

Think how it would expand the sale of a product to secure its distribution on these twenty thousand grocers' shelves, and create a desire for it in the minds and appetites of the thirty millions mentioned above.

Don't overlook the buying dollars of the South—a market of proven purchasing power.



Unlocking the Doors to a Vast Sales Area



Daily newspapers are the effective means of reaching the Southern market.

The South is a newspaper-reading public, and public opinion in the South is molded by the newspapers. Advertising in their columns influences buying as no other medium will.

The South is not completely covered by the advertiser who overlooks the Southern Newspapers which go into the homes of these prosperous and progressive people.

Sell your product South—quickly, effectively and economically through Southern Newspapers.



Sell It South Through Newspapers

**SOUTHERN NEWSPAPER
PUBLISHERS' ASSOCIATION**

Chattanooga, Tenn.

Tel-U-Where?

IF you know just where in New York City—or in any of the largest cities—you can buy one of the nationally-known products listed below, then the manufacturers *may* not need Tel-U-Where Service—

—but if you *do not know* where to go to buy the products, Tel-U-Where Service is *essential* to real merchandising for these manufacturers—and for hundreds more.

Printzess Garments
Nettleton Shoes
Ruberoid Roofing & Shingles
an Evinrude Motor
Gossard Corsets
Da Kote Enamel
Pratt & Lambert Stains
Etc.

Phoenix Hosiery
Gainaday Washers
a Mallory Hat
Educator Shoes
Simmons Beds
A. B. C. Washers
Belber Luggage
Etc.

On July 1st Tel-U-Where Bureaus of Information will be established and ready to tell you, free of charge, just where to buy advertised articles in the following cities:

New York
Chicago
Philadelphia
Boston
Detroit
St. Louis

Baltimore
Cleveland
Buffalo
San Francisco
Los Angeles

Cincinnati
Milwaukee
Washington
Minneapolis
New Orleans
Pittsburgh

(Aggregate Population 24,000,000)

Write today for further information to

**Tel-U-Where Company
of America**

BOSTON, MASS.

Boston
142 Berkeley Street
Back Bay 9230

New York
130 West 42nd Street
Bryant 9800

Tel-U-Where!!!

Headlines That Make You Read the Copy

The Right Headline Is a Servant and Not the Master

By Hobart Wiseman

SOMETIMES a good headline—meaning thereby the title or legend which introduces a piece of copy—will occur to a man right off the bat, as it were; but mostly it is the result of much cogitation and no little head-scratching.

In writing advertising copy, a good headline is often half the battle. If it comes to mind neat and apropos, the job of composing the text is comparatively easy—one has only to adhere with reasonable closeness to the theme already set forth in the title. That is one reason why it is well to pick your headline first if you can. This is generally the practice in agency copy-writing. If you can't, your job is harder. When you have written your text, you will perhaps find you have introduced two or more themes, any one of which will do for a title. The difficulty comes in deciding which to use.

In starting a piece of copy it is not well, however, to risk wasting time fighting over a headline. If it doesn't come to you after a due amount of thinking, don't fuss over it, but go ahead and write your text. Let the headline come afterward. It will sometimes pop out at you from a word or phrase in the text.

The headline has become one of the most important features of the modern advertisement, especially when an illustration is used. The favored layout of the present day consists of a picture at the top, a headline just beneath, and the text below that. In such cases the headline carries a double burden, for it often must act not only as a title for the text but as a caption for the picture.

But a headline is important on its own account because it is there to attract attention, to arouse interest, to summarize an idea, and

to cause the reader to follow the rest of the copy.

The headline is the barker in front of the show; the bell at the door of the dining room; the taste which creates expectation of a savory meal.

To write one that is ideal in every respect is no easy task, especially when the theme it introduces has more than one angle, and when there is no illustration to make the central idea clear. And yet a great deal of the carrying-power of the advertisement as a whole is dependent upon the headline.

RECOGNIZED IN OTHER FIELDS

A good headline over an advertisement is just as important as a good title for a book, play, article or story—and in the latter case it is well known that the title often "makes or breaks" the production or composition.

One of Kipling's most famous stories, for example, draws much of its power from its provocative title, "The Man Who Was," which makes the reader eager to get the story. G. K. Chesterton patterned after Kipling and made the title of one of his stories all the more stimulating by adding one word, thus making it read: "The Man Who Was Thursday," which is odd enough to seize the reader's interest at once.

Motion picture producers set such store by good names for films that weeks are often spent in the consideration of the title for a picture, and even after a decision is made, several changes may occur before the film is released. In their anxiety movie men sometimes overreach themselves and cast a good title overboard for something not so good. A case in point is the Barrie story "The Admirable Crichton," which to a

layman would seem to be a sufficiently good title for the film made from it. But no; the producers changed it to "Male and Female," which strikes the writer as a silly and inane substitution. Perhaps, however, the change was simply due to the craze for "sex interest" in titles which seems to have become an obsession with movie magnates and which no doubt has its influence on the box-office returns.

The "sex interest" seems to be affecting even advertisers. We behold Palmolive soap copy headed by the question, "Would Your Husband Marry You Again?" The intention of this headline, however, is innocent enough. It merely seeks to induce women to pay more attention to their physical appearance and complexion, in furthering which it is set forth that good soap is a useful factor.

REASON-WHY HEADINGS

As is the case with good government, there is no royal road to good headlines. There are no rules that will make them come automatically. Like other good things, they must be worked for.

In case of doubt, however, recourse may always be had to the old reliable headlines that begin with "how," "what," "when" or "where." Such headlines may not be exciting, but they are always useful over messages addressed to canny buyers. They are often found over copy that contains more or less "reason why" and where the aim is conciseness and practicality. They appeal to the prospect who wants facts.

Weyerhaeuser Forest Products, for instance, are described in copy topped by the heading, "How Expert Selection of Lumber May Save You Money."

"How Buck's Oversized Feed Door Daily Saves Time, Trouble and Temper" is a legend that heads an advertisement by the Buck's Stove & Range Co.

Swift & Company take a page to discuss the subject of fair prices under the heading of "What one agricultural expert found out about the meat business."

The manufacture of Division

tools is described in copy entitled, "Where Disston Quality Is Born."

One advantage about headlines like these is that they almost compel the copy to be logical and informative. There is little chance of the copy writer wandering away from the subject or getting into side issues as long as he keeps his eye fastened on the title.

At the opposite extreme is the imaginative headline. We will call it that because it imparts a glow of romance or idealism to what ordinarily might appear to be a commonplace subject.

A recent advertisement by the Union Carbide Sales Co. is a good example of this. The product marketed is crushed stone which when mixed with water gives off a gas that may be turned into fuel or light. There is no romance in crushed stone, coldly viewed; but a good advertising imagination has produced this headline: "Fuel and light imprisoned in stone," which is stimulating enough to make the copy worth reading.

An advertisement of Wear-Ever cooking utensils also succeeds in imparting a touch of romance, not to the product advertised but to the product of the product—in this case, pie. The copy is therefore headed: "There's Poetry in Pie," followed by a paragraph of copy reading: "Art may be expressed in the skilful preparation of food as well as in the creation of a painting or musical masterpiece."

Most advertising headlines run to general statements. There are times when this is necessary. But the headline most apt to stop the reader's eye is specific. Instead of scattering its fire, it takes up one talking-point and puts the emphasis heavily on that. The Boston Woven Hose and Rubber Co. advertises its garden hose as "wrapped like auto tires," which instantly conveys a meaning and carries a definite picture to the reader's mind.

The Jewett Refrigerator Co. asks, "Does Your Refrigerator Shame You?" which immediately suggests a picture of a housewife ashamed to let a visitor see the inside of her refrigerator because of its soiled appearance and un-



The close reader-interest with which this newspaper is followed from day to day in 100,000 Northwest homes is evident in the latest quarterly report of inquiries answered for Journal readers by the special information service of our Washington Bureau—8,126 in January, 8,238 in February, and in March 21,901.

THE MINNEAPOLIS JOURNAL

*Represented in New York, Chicago, and
San Francisco by O'Mara & Ormsbee*

sanitary condition. That is an effective headline because it connects the idea of Jewett refrigerators with the specific idea of freedom from such embarrassment.

The Minter System of Building similarly aims at a specific target when it heads a page with the legend, "Labor Turnover Lessened Through Good Housing."

Some advertisers require a headline not only to act as caption for a picture but as a slogan and copy too. Eastman Kodak advertising, for instance, consists only of a picture of a girl in a daisy meadow and the single line, "Kodak As You Go." A similar feat was accomplished by the same company with its famous war advertisement, "The Picture from Home." In advertisements like these, headline writing becomes an art.

As has been said, a good headline is important—so important that if a good one cannot be found, it were better to dispense with it entirely. It seems to have become the fashion to make layouts run in picture-headline-text order, and yet perfectly good advertisements have been built without the use of titles. Where the opening sentence of the copy has to be made long in order to bring out an idea properly, a headline may be superfluous or misleading. If there is any doubt about it, it might be best to strike it out entirely. Let your headline be your servant, not your master.

Made General Sales Manager of Durant Motors, Inc.

M. B. Leahy, who was recently with the Chevrolet Motor Company, has been appointed general sales manager of the Durant Motors, Inc., Long Island City, N. Y. Mr. Leahy informs **PRINTERS' INK** that advertising plans are being considered by the new company, but that such plans have not yet been completed.

New Paper Appoints Representatives

The Peru, Ind., *Daily Tribune*, established last month, is represented in the national advertising field by Carpenter & Company, of Chicago, New York and Kansas City.

Carpenter & Company have also been appointed to represent the Parsons, Kan., *Daily Republican*.

Jewelers' Association 1921 Plans

In an address made before the fourteenth annual meeting of the National Wholesale Jewelers' Association at West Baden, Ind., Fred G. Thearle, chairman of the Advertising Committee of the National Jewelers' Publicity Association, gave an outline of the 1921-1922 advertising plans for the latter association.

"For 1921-1922, with the National Jewelers' Publicity Association a recognized success in the trade," he said, "and with a larger fund available as well as in prospect, a more concentrated advertising programme—shaped to conform to the practical business needs of the industry to-day—has been formulated. In other words, a campaign is proposed to actually send people into the retail jeweler's store. The entire campaign will be built around the key-note 'Let your jeweler be your gift counselor.'"

"It will be understood that in this plan it is not the purpose to necessarily feature the most moderately priced articles in the jeweler's stock, but rather to encourage the public as a whole to visit the jeweler more frequently, and coincident with this, the fact that most people visit the jeweler's far too seldom; that their purchases are too often only for some very special occasion, and where they feel that they have what seems to them a rather considerable sum to spend.

It is, in other words, the purpose in this campaign to call the attention of the public in general to the fact that many items of the jeweler's stock are well within the purchasing power of even moderate means."

Mrs. Krag Leaves Armour and Company

Mrs. Leona A. Krag, who created and developed the department of food economics of Armour & Company, has resigned. She has been re-elected president of the Illinois Women's Athletic Club, Chicago, which honorary office she is resigning to become business manager.

Mrs. Krag writes under the name of Jean Prescott Adams.

New Campaign for Business Papers

The Cullen Vapor Heating Company, Jersey City, N. J., has placed its initial advertising appropriation in the hands of the Mutual Service Corporation, New York, advertising agency. For the present the account will be confined to business paper and direct-mail work.

Arthur L. Nason Joins Livermore and Knight Co.

Arthur L. Nason, formerly New England Bureau manager of the United Press, has joined the bank advertising staff of Livermore and Knight Co., Providence, R. I.

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This Newspaper Does NOT Dominate Chicago

*Yet Over 1,200,000 People
Read It Every Week Day!*

Enough readers, one would say, to dominate almost any field, as "dominate" is loosely used in describing a newspaper's influence upon its home town.

Not in Chicago, though. Chicago newspapers are too great for any one of them to claim this enviable "dominance."

So the Evening American is content that it is a DOMINANT factor in merchandising in Chicago, an INDISPENSABLE factor where an advertiser depends upon the all powerful home influence.

How its DOMINANT position may be utilized by advertisers of good merchandise will be cheerfully explained at your own desk.

CHICAGO  AMERICAN
EVENING

Member A. B. C

Circulation Over 400,000

If You Read Nothing Else



Audit Bureau of Circulations
202 South State Street • Chicago, Ill.

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Genesis-and the Bible

would never know how the Children of Israel got of the Land of Egypt.

the same way with Audit Bureau Circulation Reports.

read only the first page—just a casual glance at the "Paid Circulation"—you fail to get the wealth of information contained in the inside pages of the report.

When you plan your advertising campaign, the consideration of circulation is important, of course. But how that circulation was obtained; who actually gets the publication and under what conditions, is more important.

This necessary information can be obtained by careful study of A. B. C. reports. And with far more accuracy than from any other source.

Sound Merchandising and "Mass Salesmanship" is based on knowing your market and with a copy of the Publisher's Statement, the Auditor's Report and a copy of the publication before you, an intensive knowledge can be obtained of the markets in every city and district in the U. S. and Canada.

For your "Scientific Space Buying," study your A. B. C. reports and you'll reach the promised land of Sound Merchandising in less than forty years.

Be sure to get your copy of "Scientific Space Selection," the new A. B. C. book. A guide to every advertiser, space buyer and publisher who is interested in the sale or purchase of white space. *Price, two dollars and a half.*

Great Circulations
Fifth Avenue · New York



Get the Facts About the Western Family Herald and Weekly Star and the Eastern Family Herald and Weekly Star

The Family Herald and Weekly Star is NOT an "Eastern Canada" journal nor is it a "Montreal" journal any more than the Canadian Pacific Railway could be claimed as a Montreal railway. The Family Herald and Weekly Star is a national institution with as close affiliations in the West as in the East, with a broad understanding of the existing conditions in every province from Atlantic to Pacific, and with the goodwill of the progressive type of farmer in all sections of the Dominion.

The fact that this journal is published in Montreal has no bearing on its merits as a farm paper and advertising medium for Western Canada. Publishing the Family Herald and Weekly Star in Winnipeg or Calgary or Vancouver would not alter its character—a character so distinctive and yet so difficult to define—a character that has built up and maintained a circulation more than double that of any other farm journal in Canada.

The circulation of the Family Herald and Weekly Star in the Western Provinces of Manitoba, Saskatchewan, Alberta and British Columbia, is equally as valuable to advertisers as the circulation in the East. For this Western Division a separate edition of the Family Herald and Weekly Star is issued and mailed to reach subscribers on the date of publication. Thus it becomes in reality a Western farm paper and is sold separately as such to advertisers who cater to Western business exclusively. An analysis of the Western circulation demonstrates that it covers every county and reaches

every fourth farm home in the Prairie Provinces and British Columbia.

The cost of advertising space in the Western Family Herald and Weekly Star is 30 cents per agate line (\$4.20 per inch). The cost of one line of advertising in one million copies of the Western Family Herald and Weekly Star is only \$4.51 compared with an average cost of \$7.72 for seven farm journals published in Western Canada.

The same rate applies to the Eastern Family Herald and Weekly Star which covers Ontario, Quebec, Maritime Provinces and Newfoundland, having in this Division twice the circulation of any other farm journal.

Thus in the Family Herald and Weekly Star advertisers have the choice of three different propositions:

1. The Western Family Herald and Weekly Star at 30 cents per agate line.
2. The Eastern Family Herald and Weekly Star at 30 cents per agate line.
3. The combined circulation of all editions, covering every province, county and township in Canada, at 50 cents per agate line.

Circulation Exceeding 150,000

Family Herald and Weekly Star.

CANADA'S NATIONAL FARM JOURNAL

Established 1870

MONTREAL,

CANADA

Branch Offices and Representatives:

Toronto

Winnipeg

New York

Chicago

London, Eng.

Making Export Profits by Correspondence

Diagnosis as the Predominant Factor in Export Sales Correspondence—
Letters That Create Consumer Demand for Foreign
Dealers—Letters That Build Up Good-Will

By Walter F. Wyman

Sales and Export Manager, Carter's Ink Company

"The more I can discover of a man's likes and dislikes, tastes and whims, the more goods I can sell him."—John Chapman.

ONE of the greatest advantages of the use of the personal salesman over any other selling method lies in the fact that the salesman can diagnose the case with which he is faced far more easily than can be done at a distance. But the task is the same. The task of the distant diagnostician is by no means impossible.

A homely illustration will prove convincing. The physician has the task of healing the sick. It is entirely conceivable if he visited a patient who spoke not a word of the physician's language, that by observation and the use of the stethoscope he could diagnose the case, prescribe proper treatment and effect a cure. That particular patient at a distance would offer, let us say, insuperable obstacles, for the doctor without the opportunity for personal observation and examination could not know of the patient's condition.

But such a case is extremely rare. Let us assume that distance intervened but that communication in a common tongue was possible. Then the telephone could be employed. The doctor could question the patient, learn the location of the pains, their nature, and dozens of other important facts. Based on this information, it might be entirely possible for the physician to diagnose correctly, prescribe accurately and effect a cure. Exactly such a case was recently handled by wireless, and successfully.

So the advantage which the salesman enjoys in opportunity for diagnosis after personal ob-

servation is more fancied than real, in comparison with the possibilities of the writer of sales letters. Diagnosis for the export sales letter writer is difficult, but by no means impossible. Even before a letter is written it is possible to secure accurate information which will enable the first letter to be based on facts of a decidedly personal nature. These facts can be secured in many ways and can be of many kinds and varieties.

CLOSE ACQUAINTANCE WITHOUT A PERSONAL CALL

To prove this point, let us assume that it is desirable to locate and sell some merchant in Arequipa, Peru. The first step would be to secure from some public, semi-public, private or co-operative export organization the names of dealers in Arequipa handling products similar to our own. The next step would be to purchase credit reports from one of the several enterprises whose correspondents may be found in every one of the world's markets.

From these reports we would secure facts of great value to us in our selling effort. Entirely apart from our acquired knowledge of the capital, liabilities and assets of each merchant we would learn of the date his business was established, his age, his previous business connections, his practice of buying locally or of direct importing. We might learn even of his children—their names and ages.

From all these facts we could tell whether we would be writing to a young, alert, progressive man importing from Europe or the United States and the proprietor of a business growing rapidly, or

the old, conservative type buying moderately and locally, whose business was dying slowly because of his reactionary tendencies. So we could diagnose the man from facts, ascertain by a careful weighing of facts the appeals which would have the greatest probability of acceptance—and write letters entirely different in character to each. It is needless to point out that the results would be largely in proportion to the keenness of our deductions from the facts in the case and the skill of the use we made of the facts.

But the usual opportunity for diagnosis comes with the inquiry for prices or the reply to the first sales letter written without any special diagnosis. With such a tangible and individual set of facts as must be presented by even the plainest of letterheads and the most formal of letters, the work of the sales-seeking diagnostician is amazingly simplified. It does not require the gift of a Sherlock Holmes to unearth from such an inquiry many facts which will make possible an accurate and personal reply based on the all but certain preferences and tastes of the inquirer.

Diagnosis is the predominant factor behind good export sales letters. It is the equalizer of values in sales weapons. It is the destroyer of the disadvantages of distance.

LETTERS WHICH CREATE CONSUMER DEMAND FOR FOREIGN DEALERS

The one outstanding difference between European and American methods in merchandising their manufactured products to the merchants of other nations is the keen recognition by the American exporter of the fact that no sale is truly completed until the merchant has in turn made his sale.

The European exporter hires and sends to even the most distant of markets, salesmen who in experience and knowledge of the products they have to offer are exceptionally capable. The European exporter is not a novice in advertising in its several forms and in many nations. The European

exporter, because of long experience in exporting, is almost always a good export technician, in that he knows and observes scrupulously the regulations which surround every export transaction.

In these fields it will prove most difficult for the newer American exporters to excel their veteran rivals in international trade. It will certainly be difficult in these fields to excel to an extent that will give the foreign merchant great reason for decided preference for American-made products. There is, however, ample room for even the American novice in overseas sales endeavor to better the best European efforts in aiding the foreign merchant by creating consumer demand. The American in this particular field is the pioneer. In domestic selling the American is entirely at home in ways and means to stimulate the desire of the buying public to which the European is a stranger, except as he has seen the outside evidence of American resale methods.

Typical of American campaigns to help the foreign merchant is the "letter and sample" plan which has been used with marked success in such diverse lines as inks, hosiery, foodstuffs and paints. With the foreign merchant's initial order the American manufacturer includes a liberal supply of small samples, each carefully wrapped and each bearing the name of a critical consumer copied from a list compiled by the merchant.

To each consumer on the list, for the compilation of which the American manufacturer has borne the expense, there is mailed under first-class postage a letter direct from the American manufacturer. This letter, with the added prestige of the thousands of miles between sender and recipient, is welcomed because it is in itself the certificate which, upon presentation to a local merchant, will secure a free and usable sample of the manufacturer's choicest product.

When the consumer calls at the establishment of the merchant and

Birge Kil
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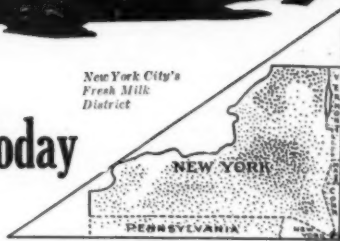
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One of many modern plants owned and operated
by Dairymen's League News subscribers



New York City's
Fresh Milk
District

It's Marketing Today



THE 19th century farmer was interested chiefly in production. He knew little of market conditions beyond his own loading station.

The 20th century farmer puts the emphasis on *distribution*. He keeps in close touch with the great primary markets.

The dairymen who produce the milk used in New York City established the Dairymen's League News four years ago in order that they might keep fully informed on market topics. This paper serves also as a means of communication between Dairymen's League officials and members.

Now that the co-operative marketing of milk is an accomplished fact, interest in the editorial columns of "The Farmer-Owned Marketing Paper" is intense.

We invite a comparison as to rates, circulation and make-up with any other farm or dairy paper. Shall we send you sample copy and rate card?



UTICA, N. Y.

Birge Kinne
803 Fifth Ave.
New York City

Girard Hammond
Advertising Manager

John D. Ross
10 S. LaSalle St.
Chicago

"The Farmer-Owned Marketing Paper"

presents the letter, he is thanked and told that the American manufacturer had told the merchant to anticipate the visit. The sample is then given, the user is told that the merchant has a fresh importation on his shelves, and quite frequently a sale is effected even before the sample is tested. Based on carefully recorded campaigns, it has been found that almost without exception every sample is called for in person and that the "letter and sample" campaign is particularly valuable because it impresses the merchant with the power of the distant American manufacturer to bring into being a sales force which will cause hundreds of the best grade of buyers to come to his store.

In a similar way the consumer letter can be used without the sample feature. In lines such as shoes, for example, where sampling would be unwise from both the maker's and the merchant's standpoint, there can be a quite similar campaign. This type of modification appeals to the pride of the shoe wearer by selecting him as one who would unquestionably be interested in seeing the latest styles as exemplified by a shipment which the American manufacturer has just made to a merchant in the user's city.

This plan is not theory. It has been successfully used by American exporters to further their sales and the sales of their customers in Australia, China, Chile, Argentina, Ceylon and Siam, to select the names of a few countries in which campaigns of this type have been run profitably.

There is a tremendous power in these campaigns apart from the actual moving of goods from the foreign merchant's shelves. In the conduct of these campaigns the merchant is a very vital factor. He compiles the list of users to whom letters are sent; he delivers the samples to the user, and he follows up the users who take the samples for tests. Thus he becomes an active rather than a silent partner in the international business relation. His own

love of selling, no matter how dormant, comes to the surface. He suggests minor betterments of the plan to meet local conditions. He becomes a close friend of the American exporter; and unconsciously the European maker, no matter how good his product, suffers in the inevitable comparison.

LETTERS THAT BUILD UP GOOD-WILL

The good exporter seeks every opportunity to write to his customers. He purposely does not use printed forms of acknowledgment of orders and remittances because the occasions on which these printed forms could be used are golden chances to aid in the bringing about of more intimate relations. But the good exporter is often without valid excuse for writing. He realizes that if all his letters are sales letters in the usual sense of the word he may rightly be censured for the bad fault of over-solicitation of orders.

There is, too, a very important part of exporting which consists in the creating of friendship for its own enjoyment. This friendship is the breath of life of true exporting, which is not merely the amassing of dollars but the gaining of friends. The man who attempts to divorce his social and his business enjoyments usually ends by losing a part of his enjoyment of life.

So the good exporter who enjoys both his earned profits and his friendship, both gained in his ventures into foreign fields, learns to regard his customers as his partners and learns to direct his correspondence along lines of friendship. This brings into being a type of correspondence which can be called "intermediate letters," in that they do not refer to any definite transactions, nor are they purely social in their nature. It is a poor friend who does not wire or write them when the cable tells of a national disaster such as an earthquake, tidal wave or volcanic disturbance. It is a poor friend that has not

(Continued on page 65)



How Mrs. Possum Got Her Pocket

by Thornton W. Burgess,
is the Green Meadow
Club story in the June
number of the JOURNAL.

Thornton W. Burgess is
probably the world's great-
est writer of animal stories
for children.

The JOURNAL thus far
has published ninety-eight
of Mr. Burgess' stories—
one a month for over eight
years.

The People's Home Journal
NEW YORK

For 36 Years the Magazine for Every Member of the Family

[better
paper
∞∞∞
better
printing



WARREN
STANDARD

"Why, I threw that old thing away"

MANY a man has heard from the lips of wife, secretary, or maid the explanation that "It didn't look as if it could be anything, so I threw it away when I was straightening up."



Usually the thing lost is a booklet, a catalog, a house magazine, or some pamphlet so poorly printed and generally unattractive that feminine instinct prompted the thought that it was worthless.

Printed books intended to sell goods are not well planned if they ignore the woman customer and the weight her opinion carries in determining any kind of purchase.

The physical appearance of your printing determines to a large extent

her first impression of its importance to her, and of the general desirability of what you have to sell.

If you want your printing to look better, you must start with better paper.

Start with the paper. When you lay out your printing, know which of the Warren's Standard Printing Papers you are going to use, and know just what to expect from it.

S. D. WARREN COMPANY, BOSTON, MASS.

WARREN'S

PRINTING PAPERS



We take pleasure in announcing our agency for Hammermill Papers.

HAMMERMILL BOND
HAMMERMILL SAFETY

HAMMERMILL LEDGER
HAMMERMILL COVER

HAMMERMILL BOND

The watermark, *Hammermill Bond*, is the mill's word of honor to the public. Adding Hammermill Bond to The Lindenmeyr Lines is fulfilling our promise to maintain a collection of papers which we can sincerely recommend.

We will be glad to take care of your Hammermill Bond requirements. To do this effectively, we shall carry in our New York warehouses a large stock in all the sizes, weights, colors and finishes for which this utility bond paper has justly won great popularity.

HENRY LINDENMEYR & SONS

ESTABLISHED 1859

32-36 Bleeker Street 16-18 Beekman Street
New York City, N. Y.

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a word of sympathy and condolence for the loss of a partner or member of the family. Just as a friend engaged in mercantile pursuits welcomes the "inside" story behind a new product, welcomes the portrayal of exceptional stories of salesmanship; so the foreign merchant welcomes letters which tell him of just these cross-sections of business life.

The plans for a campaign in India and the history of its progress are interesting to the merchant in Iceland. Photographs showing unusual methods of transportation of a maker's products appeal to the merchant who is selling these products under a different sun. Advance information of reorganization, souvenirs of housewarmings and company outings and entertainments all bring maker and merchant closer together and better able to coordinate their efforts.

The New Year's greeting is really a letter—a printed letter of appreciation and good wishes. It is a little thoughtful touch. It is far more deeply appreciated abroad than is generally known. It is typical of the exact spirit which should be the very foundation of all export correspondence when it says, "... wishes you every happiness and prosperity . . . , and takes advantage of this opportunity to convey to you the sincere appreciation of favors shown in the past."

For behind every export letter should be the desire for friendship and a recognition of friendship. Profits will follow because profits are the dividends of honest and able friendships!

Large Shoe Manufacturers Unite

LAST week full-page newspaper advertisements heralded the formation of "the largest shoe company in the world." This company comes into being through the merger of The International Shoe Company, of St. Louis, and the W. H. McElwain Company, of Boston. The new company has net tangible assets of \$40,000,000.

The International Shoe Company has three distributing companies: Roberts, Johnson & Rand; Peters Shoe Company; and the Friedman Shelby Company, all of St. Louis. It has thirty-two factories in Missouri, Illinois, and Kentucky. Although it has nation-wide distribution, its products were sold chiefly in the agricultural territories of the South and West.

The McElwain company, which has been more widely known as a result of its advertising, has ten factories in New Hampshire. The McElwain company, like the International company, had national distribution. Large cities and industrial centres were its most important outlets.

The combined volume of these two companies in 1920 was \$128,000,000.

In the advertisement of the merger the two companies quote the retail shoe dealer as asking "What does it mean to me?" The answer is given as follows:

"Neither the International Shoe Company nor the W. H. McElwain Company owns or operates retail shoe stores. The officers of both companies believe sincerely in the economic value of the service rendered by the independent retail shoe merchant.

"They believe that the problem of the past decade was the problem of wasteless manufacture, and that the problem of the next decade will be the problem of wasteless distribution.

"Only by the closest co-operation between the manufacturer and the merchant will this problem be solved.

"On the basis of better merchandising service to the public at large, the new company pledges its best efforts in co-operation with the 60,000 independent retail merchants who sell its shoes."

Northwest Growers Start Campaign

The Mitchell Advertising Agency, Minneapolis, has secured the account of the Pacific Northwest Growers' Association, of Minneapolis. Newspaper advertising in the States of Minnesota, North and South Dakota and Iowa started on May 21.

The Right to Refuse to Sell to Price-Cutters

MOCK & BLUM
COUNSELLORS AT LAW
NEW YORK, May 7, 1921.

Editor of PRINTERS' INK:

We note your editorial of May 5 on the decision of the U. S. Supreme Court in the Cudahy price maintenance case. You say:

"In other words, the right to refuse to sell to price-cutters remains practically where it was before the Colgate case was decided. It may be exercised when and if it does not constitute 'restraint of trade' or an 'attempt to monopolize.' But the question as to whether it does or not is to be left, not to a judge learned in the law, but to a jury of ordinary citizens who are not unlikely to regard the price-cutter as a benefactor."

This leaves the matter very ambiguous for the manufacturer who desires to obey the law, but wishes at the same time to use the instruments of price maintenance which remain in his possession.

May not a line of demarcation between the legal and illegal methods of the treatment of customers be found on the point of agreement or conspiracy?

It appears to us that a manufacturer under the Colgate case has an absolute right to refuse to sell to price-cutters or to anyone else and this right is confirmed in the Cudahy case.

The Schrader method was found illegal because there was an agreement between the manufacturer and the customers.

As long as a manufacturer acts alone and not in concert with his customers, he still has the choice of choosing his customers, but the minute he exacts a promise from his customers to respect his prices, then the element of conspiracy enters and he is disobeying the law.

We think this affords a simple method of testing the legality of any specific course of action.

MOCK & BLUM.

UNDOUBTEDLY it is true that where there is no agreement or conspiracy, a manufacturer has the right to choose his customers, and to refuse to sell to price-cutters. But if the question of fact is to be left to a jury composed of men who are almost certain to be prejudiced in favor of their own pockets, it is hard to see how this right, practically speaking, can be other than ambiguous.

In view of the Cudahy case (as

well as many others), PRINTERS' INK would seriously mislead its readers were we to assert that a manufacturer is "safe" in refusing to deal with price-cutters if he acts alone. He is safe only to the extent that he avoids the appearance of an agreement or conspiracy, and refrains from every act which may be interpreted by a jury as evidence of conspiracy. And as every business man knows, this is a matter of extreme difficulty when routine correspondence with the trade is handled by perhaps a dozen different people. A careless letter, hastily dictated by some junior clerk in the order department may be used with telling effect before a jury. There are plenty of such instances to be found in the records of adjudicated cases.

Furthermore, it has been held repeatedly that when direct evidence of agreement or conspiracy is lacking, the existence of the conspiracy may be inferred from the acts of those presumed to be parties to it. We quote from the dissenting opinion in this same Cudahy case:

"Reading the criticized instruction in the light of the other parts of the charge," said Mr. Justice Pitney, "it amounted to no more than telling the jury that if defendant had a sales plan that, if assented to and carried into effect, would constitute a fixing of prices in restraint of interstate trade and commerce, and the particulars of this plan were repeatedly communicated by defendant to the many wholesalers and jobbers with whom it had relations, and if the great majority of them not only did not express dissent from the plan but actually co-operated in carrying it out by themselves adhering to its details: the jury reasonably might infer that they did mutually give assent to the plan, equivalent to an agreement or combination to pursue it. In short, that upon finding many persons, actuated by a common motive, exchanging communications between themselves respecting a plan of conduct, and acting in concert in precise accordance with

"Tell It" and "Sell It"

to Northern Ohio
through the

PLAIN DEALER

Northern Ohio, with its diversified industries, and attendant prosperous, receptive 3,000,000 audience, can't be overlooked when you are telling the story of your product.

By the same token, The Plain Dealer, with its circulation of more than 175,000 Daily and 217,000 Sunday, reaching into every corner of this market, can't be overlooked as your medium.

"Tell it" and "Sell it" to Northern Ohio through *one* GREAT medium at *one* cost.

The Plain Dealer

First Newspaper of Cleveland and Ohio

Eastern Representative
JOHN B. WOODWARD
Times Bldg., New York City

Western Representatives
GLASS & IRVIN
1216 Wrigley Bldg., Chicago

the plan, the jury might find that they had agreed or combined to act as in fact they did act: that their simultaneous pursuit of an identical programme was not a miraculous coincidence, but was the result of an agreement or combination to act together for a common end."

From the foregoing it is apparent how slender indeed is the theoretical right to refuse to sell to price-cutters. For if the right is acquiesced in generally—in other words, if the plan succeeds—a jury may "reasonably infer that they did mutually give assent to the plan, equivalent to an agreement or combination to pursue it."—[Ed. PRINTERS' INK.

America Is Becoming "Ship-Minded" through Advertising

"WHEN in March of last year we began a study of the work before the Shipping Board, I became convinced that advertising rightly carried out would help solve some of the most pressing problems of ship operation. It has." This statement was made by Admiral W. S. Benson, chairman of the United States Shipping Board, before a conference of the National Association of Manufacturers at New York last week.

"It is particularly apropos at this time, with the labor situation confronting us, to briefly refer to our advertising campaign," he continued. "This campaign began last August and has about reached a point where it affects, in a material sense, the passenger ships of the Government fleet. Faced as we were in the latter part of last month by a threatened tie-up of our shipping, we found it necessary either to stop our advertising at once or go ahead full force. We refused to let go. Our campaign continues full force.

"America is ship independent. America will remain so. Although we found America had become ship-minded to some extent, it was

most essential that a ringing appeal to the patriotic impulse of all Americans be made. Our campaign to arouse the American traveler to full support is meeting with success. Passenger ship business was in full swing when the labor controversy threatened its success. We have carried the slogan 'Ship and Sail in American Ships' into every American home and every American business house. We have flung to every thinking man the thought that American ships now sail the Seven Seas and it was up to him to support our re-created merchant marine. And the response is most encouraging.

"We are hopeful that when the period of re-adjustment is passed there will be a ready market for our ships and our merchant marine privately owned and controlled will be an assured fact. Meanwhile, the Government must carry on the pioneering work and, as chairman of the Shipping Board, I propose to carry out my part of the job in the well-established commercial way. We believe, from our reports up to the present moment, the Shipping Board has had splendid results from its advertising campaign. We were convinced when we were faced with the labor question it was good business to continue this campaign, and the returns bear out our judgment."

Henry B. Williams Represents Dartnell in the East

Henry B. Williams has been appointed Eastern advertising manager of *Sales Management* and *The Hardware Salesman*, both published by The Dartnell Corporation, of Chicago. The Eastern office is in New York City.

Mr. Williams retains his active interest in the Lakeside Publishing Co., New York, publisher of the *Trained Nurse* and *Hospital Review*.

Wm. F. Oakley with Gravure Service

Wm. F. Oakley, for nearly nine years with the *New York American*, part of that time as manager of foreign advertising, has joined the New York office of the Gravure Service Corporation, foreign advertising representative of newspaper rotogravure sections.

Where Roto Advertising Makes Good

Detroit and the Sunday Rotogravure Section of the Detroit Free Press are synonymous terms with advertisers who ask and demand resultfulness from roto copy. Roto sections are as different as leaves in a forest. "Eye interest" and "heart interest" which translate themselves into buying interest, can come only from those roto sections where special care, thought and judgment are used in the make up.

The Rotogravure Section of the Sunday Detroit Free Press is conceded by critics to be one of the finest in America. Its development of "picture themes" that appeal to Detroit readers has come only through careful study and a knowledge erected on years of serving the people of America's Fourth City.

Here is advertising lineage that guarantees 100% attention value and coverage of circulation. It is a section that is sought for first by Sunday Free Press readers.

Necessarily, an advertising power of such a positive type is of compelling worth to any advertiser who has either merchandise or service to sell in Detroit.

*Rates and Other Information Will be Cheerfully
Furnished Upon Request*

The Detroit Free Press

"Advertised By Its Achievements"

Foreign Representatives

VERREE & CONKLIN, Inc.

NEW YORK

CHICAGO

DETROIT

PORTLAND, ORE.

Taking the next step in stabilizing the paper and printing industries



*Announcement of a complete standardized
mill brand line of fine papers—a composite
unity to be warehoused and distributed
nationally by leading Merchants*

MEETING the real needs of paper buyers by reorganizing mill output!

Penalizing the specialty, the oddity, the between-grades, the fictitious brands—the “short run”!

Making one grade do where many overlapping grades were before—one watermark take the place of twenty!

The seven national associations, covering printing, lithography, engraving and stationery, have united in passing Resolutions in favor of making the advantages of standardization available to buyers of paper and printing.

In full-page space in the newspapers, the American Writing Paper Company has

placed itself squarely on record as endorsing this policy.

To-day the American Writing Paper Company has to announce, not merely an endorsement, a hope, a promise, but a definite accomplishment.

*An average of only four
grades to each class—
yet covering every
commercial need*

The American Writing Paper Company has standardized its own lines, has cut out every overlapping and “short run” grade, has adjusted its own papers to the actual needs of Printers and Users:

7 Bond Papers of rag content, 2 Bond Papers of wood

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fibres, 5 Ledger Papers, 4 Writing Papers, 4 Linen Papers, 5 Cover Papers, 9 Book Papers, 4 Offset Papers, 5 Bristol Boards, 3 Drawing Papers, 2 Mimeograph Papers, 3 Blue Print Base Papers, 5 Weddings and Papeteries, 6 Basic Specialties, one complete Announcement Line, one complete line of Hand-fashioned Papers, numerous Technical Papers.

Adopted in consultation with groups of the leading Printers and Paper Merchants, this standardized production takes its place as a landmark in the development of the printing and paper industries in this country.

Complete stock to be carried by special Service Houses in every city in the United States

The American Writing Paper Company will not merely manufacture a standardized line of papers. It will distribute this line through the warehouses of Paper Merchants who will make the advantages of standardization available to Printers and Users—Paper Merchants who will handle the complete simplified mill brand line as a basis of selection for every need.

This does not mean any interference with or rearrangement of our relationships with Merchants on their lines. It does mean, however, that it is our aim and purpose to build up through leading Merchants a distributing system that will gradually

concentrate on standardized lines—each grade on mass-production.

AMERICAN WRITING PAPER COMPANY
Holyoke, Mass.

The new super-service: Eagle-A Service Houses

THE new simplified line of Eagle-A papers will be stocked in every important commercial center in the United States, where Printers, and users of printing and paper, can select easily and quickly the right weight, grade and color for their particular needs.

The following Paper Merchants have already begun to receive, from the mill, shipments of the complete Eagle-A mill brand line. *Other Service Houses will be announced at an early date, as soon as stock-orders are prepared.*

Albany, N. Y., Hudson Valley Paper Co.
Atlanta, Ga., The Whitaker Paper Co.
Baltimore, Md., The Whitaker Paper Co.
Birmingham, Ala., The Whitaker Paper Co.
Boston, Mass., The Arnold Roberts Co.
Boston, Mass., The Whitaker Paper Co.
Chicago, Ill., Bradner Smith & Co.
Chicago, Ill., The Whitaker Paper Co.
Cincinnati, O., The Whitaker Paper Co.
Columbus, O., The Whitaker Paper Co.
Dayton, O., The Whitaker Paper Co.
Denver, Colo., The Whitaker Paper Co.
Des Moines, Ia., Carpenter Paper Co.
Detroit, Mich., The Whitaker Paper Co.
Indianapolis, Ind., The Whitaker Paper Co.
Minneapolis, Minn., The Whitaker Paper Co.
Newark, N. J., Lasher & Lathrop, Inc.
Newark, N. J., J. E. Linde Paper Co.
New York, N. Y., Beckman Paper & Card Co., Inc.
New York, N. Y., Lasher & Lathrop, Inc.
New York, N. Y., J. E. Linde Paper Co.
New York, N. Y., Miller & Wright Paper Co.
New York, N. Y., The Whitaker Paper Co.
Omaha, Neb., Carpenter Paper Co.
Philadelphia, Pa., Garrett-Buchanan Co.
Pittsburgh, Pa., The Whitaker Paper Co.
Richmond, Va., The Whitaker Paper Co.
St. Paul, Minn., The Whitaker Paper Co.
Troy, N. Y., Troy Paper Co.



The
Watermark
of Service

PAPER COMPANY
MANUFACTURING INSTITUTION

New York Paper Merchants

now identified as

Eagle-A Service Houses

WE, the paper merchants listed below, have completed arrangements to stock and distribute the new standardized and simplified mill brand lines of Eagle-A Bonds, Ledgers, Writings and Linens, Covers, Book and Offset, Bristols, Drawings, Mimeographs, Blue Print, Weddings, Papeteries, and Basic Specialties

Beekman Paper and Card Company, Inc.

Lasher & Lathrop, Inc.

J. E. Lindé Paper Company

Miller & Wright Paper Company

The Whitaker Paper Company (N. Y.)

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The "Why" Gesture in Letters

A Device to Disarm Ill-Will and to Open Avenues of Selling

By S. C. Lambert

AN acquaintance out in the farming districts had an unsatisfactory transaction two years or so ago with a Denver mail-order house. He bought some articles of wearing apparel. The concern substituted, and not with much tact or skill. The farmer returned the goods, and asked for a refund. There was a hitch or an oversight—the refund didn't materialize. In fact, several weeks elapsed and several letters were written before the purchase price was returned.

This mail-order house—to be specific, it was the Bon I. Look Stores Co.—was a sore subject in this farm family. It was off Bon I. Look for life. Whenever Look advertising matter showed up there was a snort of disgust mingled with derision. The family transferred its allegiance to another house.

Then one day this farmer received a Look letter signed by I. John Schipper, the new manager. Mr. Schipper announced who he was; said he had been running through the list of customers and found the addressee hadn't ordered anything in a long time. He wanted to know what was wrong. If it could be remedied, he wanted to straighten it out; and anyway he wanted to know the trouble. He asked the customer point-blank why he hadn't been ordering, and enclosed a stamped return envelope.

Let me interject here that this isn't a new stunt. It has been done by others. The farmer got this letter, snorted according to habit, jeered a little. He would ignore it, as the family always did these missives from Bon I. Look.

After supper, though, he got out the bottle of ink. Here he was, deliberately invited to tell Bon I. Look what he thought of Bon I. Look, and why. You bet he had some bottled-up feeling on the subject. That evening as he had

milked, sentence upon sentence answering the new manager's question, had formulated themselves in his mind.

Why not answer the letter? Anyway, the fellow had sent a two-cent stamp. The letter tickled him so when finished that, before sending it, he read it to his wife.

Indiscreet farmer! He didn't realize what the irresistible effect of just going through a motion would be. He didn't know psychology as the experts do, and that certain motions gone through would make him, as regards Bon I. Look, a different man.

The first motion was Bon I. Look's letter asking, solicitously, "Why?"

The second motion was the farmer's answer, as sarcastic and cutting as he could make it.

The third motion was I. John Schipper's return mail reply, in which he apologized, promised personal effort and care that no such occurrences would happen again, and asked the farmer to come in and introduce himself the next time he was in Denver, and have a chat with him—the manager—he wanted to get acquainted. And he thanked the farmer again for the courtesy of his reply.

A CUSTOMER REGAINED

Now the question is, after this exchange of correspondence, where is the farmer? I'll tell you. He's back among Bon I. Look's list of prospects, though he may not realize it—put there by average human nature. Bon I. Look can send him advertising matter, and it will be read. And if the appeal is there, it will sell. The odds are all with Bon I. Look. Even if the "why" letter hadn't been answered, it would have tended to break down prejudice.

The motion or the gesture as a weapon in business intercourse by letter hasn't been sufficiently appreciated. Consider Bon I. Look's

first move in the game played above—the letter asking, “Why?” Now it isn’t hard, either in or out of a letter, to question, “Why?” I mean as regards either intellect or skill in expression. It can be done almost automatically.

Sometimes it takes courage, of course. It invites disagreeable, stinging, maybe abusive, explanation. But it requires far less pluck to ask it by letter than to ask it in person.

Asking “Why?” stipulates so little of skill or cleverness in the asking that it is properly termed a move, a gesture. I think of the checker player in connection with it. He shoves the black token with deliberate finger, from one square diagonally to another. “Your move,” he announces. And waits, foxlike. His opponent may or may not fall into the trap he has set. In any event, that move has altered the complexion of the game—often has decided it.

And making that move, he knows, cannily, that the odds are heavily with him for success.

Asking “Why?” is the nearest thing in existence to a sure-fire receipt for getting the other fellow out of his shell.

ANOTHER INSTANCE

Suppose we’re selling goods or service, and L. K. Morthen has written in for information and been supplied it. The prospect remaining silent, follow-up has been sent.

We make a gesture. We ask, “Why?” Now, Morthen undoubtedly has his reasons for staying out. There are reasons about which he likely has keen feeling. In addition, answering a polite question in correspondence or personal intercourse, is instinctive to a degree. It seems especially the courteous thing here because Morthen, himself, asked for our sales matter.

If he answers, whatever move he makes is to our advantage. Conceivably, his reasons may be insurmountable, in which case we know where we are at as regards this inquirer. We waste neither postage nor further effort on him.

If the reasons he gives are surmountable, the prospect has helped us tremendously because he has told us what the obstacle is. Our next move is to come back hard with a letter which undermines his misconceptions or prejudices.

A farmer acquaintance bought a Willys light system in the fall. I happened to know that he sent in his inquiry, answering an advertisement six months before, and that at one time he had practically decided against the Willys system.

It was another case of the “Why?” gesture, in an amended form? The company, receiving the inquiry, referred it to a local dealer, recently appointed, and wrote the prospect who he was. The dealer called on several occasions, but didn’t put over the sale. The farmer had a technical objection to the Willys plant.

The sales promotion department of the Willys company, following up this inquiry, required the dealer to report why a sale hadn’t been made. The dealer described the farmer’s objections. The sales promotion department then wrote the latter. It took up point by point the power feature the farmer wanted, explained why it couldn’t be incorporated and why it really wasn’t desirable. Then it indicated how the Willys plant was entirely adequate for all the farmer’s needs.

After the receipt of this letter, the dealer called on the prospect and sold him.

A letter simply asking, “Why?” strikes many correspondents as being altogether too negative to be worth while. Thus we have the first serious blunder in connection with this gesture. The writer spoils it by following it in the same letter with matter calculated to constitute a positive appeal. This mixture of psychology doesn’t work. Sales letters repeatedly make this mistake.

While the gesture is being made—a question asked, the reply awaited—there must be a decided relaxation of the selling effort, as it is apparent to the prospect. Ending the letter, the prospect must not feel that he has been

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More Than a Magazine— A National Institution

In Canada today, MACLEAN'S is looked upon as something more than a magazine—it has become an institution of national importance—the big, outstanding *National* publication of this Country.

It is known, and read, and quoted in every city, town and village. It reaches the "leadership" families in practically every community right across the Dominion.

A Publication with a Purpose

The definite purpose and policy of MACLEAN'S MAGAZINE is to provide to its readers a broad idea of what Canada as a whole is doing; to bring the various sections and varied interests of this broad Dominion together into a mutual understanding and sympathy; to establish and maintain a national spirit, a national consciousness, and a national unity.

MACLEAN'S

"CANADA'S NATIONAL MAGAZINE"

In general appearance and make-up, in quality of editorial matter and contributed articles and illustrations, MACLEAN'S compares favorably with the best magazines on the North American Continent. Here are some of the illustrators whose work appears in MACLEAN'S:

G. W. Jefferys
W. B. King
C. F. Peters

Charles L. Wren
H. M. Brinkerhoff
H. Weston Taylor

Bernard Graverman
Dudley Gloyne Summers
Arthur William Brown

And here are some of the writers who contribute to MACLEAN'S:

Frank L. Packard
W. A. Fraser
G. K. Chesterton
Arthur Stringer
Stephen Leacock
Baroness Orczy

Arthur Heming
Sir Gilbert Parker
Robert W. Service
Margot Asquith
Agnes C. Laut
Don Marquis

Robert W. Chambers
Archie P. McKishnie
Basil King
P. G. Wodehouse
Arthur Beverley Baxter
Henry P. Holt

In addition to these, the Review of Review Section, combined with the semi-monthly articles on the Business Outlook, and the multitude of *special articles on topics of national interest*, make MACLEAN'S an all-round publication, which has won for itself pre-eminent position in the esteem and consciousness of the Canadian people.

It is performing a service which is essential to Canada's National development and Canadians everywhere endorse it a credit to its title, "Canada's National Magazine."

For covering Canada, MACLEAN'S MAGAZINE offers circulation, plus circulation, plus buying power. It is the first publication to use and the broad base upon which to build a successful campaign in this country.

Write for A. B. C. Data, Rates and Sample Copies

THE MACLEAN PUBLISHING COMPANY, Limited
183 University Avenue, Toronto, Ontario

hammered by a salesman. He must feel that he has simply been asked a question.

For effectiveness, the "Why" gesture demands something else. The question cannot be asked peremptorily; it must not resemble in any way a demand. The implication of the "Why" is that the reasons of the addressed person are just ones, that they are creditable to him and adequate. Motives or methods must not be reflected on in the slightest. "Tell me," the letter writer urges, in effect, "I'm sympathetic; I'm receptive."

Possibly it is because the attitude of the letter writer, asking "Why?" suggests surrender that the gesture is so effective. The letter writer gives ground—humanly, the addressee, going through the second motion, seizes it. And in that act he is lost.

The "Why" gesture is as effective in ordinary business correspondence as in mail-order. Call it a trick, a maneuver, a device, or whatever you like. The fact is that sound psychology is behind it. And, moreover, it works. That's the final test.

Publishers Unite to Aid Salvation Army

New York publishers have organized to assist in the drive for funds for the Salvation Army. The aim is to raise \$500,000, and of this amount the publishers' share is \$7,500. Dr. Lyman Abbott, of the *Outlook*, is honorary chairman of the Publishers Group. J. Mitchell Thorsen, of *Cosmopolitan*, is the chairman of the Magazine Publishers and William W. C. Griffin is the associate chairman. The other members of the Magazine Publishers committee are:

Frank Braucher, Crowell Publication; R. J. Cuddihy, *Literary Digest*; William T. Dewart, Munsey Publications; J. B. Kelly, *Metropolitan*; S. R. Latshaw, Butterick Publications; Graham Patterson, *Christian Herald*; Edward J. Wheeler, *Current Opinion*; R. C. Wilson, *McCall's*; F. L. Wursburg, *Nast Publications*; Moody B. Gates, *Peoples Home Journal*, and Franklin Coe, *Town and Country*.

Cleveland Agency Gets Confectionery Account

Spoehr's, Inc., Chicago candy manufacturer, has appointed The Nichols-Moore Company, Cleveland, to handle its advertising.

Landlords and Tax Collector Drag at the Wheel

"LIFE"

NEW YORK, May 19, 1921.

Editor of PRINTERS' INK:

You have hit one of the major keys which has a large bearing on the lack of demand for merchandise in your article "Are High Rents Responsible for Slow Sales" in your May 19 issue.

Another one of the major keys which prevents the average man from buying as freely as formerly is the taxation question. Between high rents and high taxes the average bread-winner is compelled to hold his purchases at that of his family down to the minimum. The so-called "buyers' strike" is compelled by these two abnormal expenditures, more so than by choice or desire. If the manufacturer and labor must take its share in reducing the cost of living, it avails little when these reductions are more than absorbed by the landlord and tax collector. There cannot be a return to normal buying until these two important items in the cost of living will take their share of the reduction.

Why not give one of your usual good wallops to these two items of living cost? The landlord and the tax collector are the big flies in the ointment which have reduced the average man's purchasing power almost 50 per cent.

GEORGE B. RICHARDSON,
Vice-President and Advertising Mgr.

Chinese Editor Declines to Quit

Newsprint in China, in the famine area, is infinitely harder to procure than it ever was in the United States when the outlook was darkest. A letter from Peking tells of one editor in desolate Shenai who each week staggers along for thirty-two miles of rocky mountain roads, carrying his newsprint supply on his back. Friends have repeatedly tried to get him to cease publication, but, though hungry, overworked and deserted by his entire staff of workers, he persists in going to press sharply on time.

At least six newspapers, it is said, are now being issued in the famine regions from presses that are propelled by gaunt and hungry Chinese "editors." All the reporters, apprentices and workmen have gone—the charms of journalism having faded away when stomachs became empty.

Advertising Manager of Protexometer Company

B. W. Hancox, formerly with the Hancox Artists, New York, is now advertising manager of The Protexometer Company, of Philadelphia and Camden, N. J. This company makes a protective device for gas engines, the purpose of which is to indicate the temperature of the motor and stop it automatically when a dangerous degree of heat is reached.

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5000 Answers to one \$50 Prize Contest

—One Answer to Every 10 Readers

In a recent issue GOOD HARDWARE offered the small sum of \$50 for the best title to a picture which it published.

Over 5,000 Titles were submitted. Our answer to the question "Is GOOD HARDWARE read?" One-third of the answers from women—wives and daugh-

ters of hardware dealers. Proof positive that GOOD HARDWARE is taken home and read.

Reaches every hardware dealer, every jobber, every housefurnishing department, every hardware department, every toy department of every department store in the country.

**Net circulation May issue over
48,000 copies**

Lowest cost per page per thousand in
the hardware field. Send for rates and
complete information.

Good Hardware

Published Monthly by The Trade Division,
THE BUTTERICK PUBLISHING COMPANY

Butterick Building, New York



AN ANNOUNCEMENT by the World's Greatest Manufacturers of FINE PAPERS



AERICAN WRITING PAPER COMPANY has consistently advocated the standardization of fine papers, the elimination of overlapping grades and confusing water-marks, and the establishment and maintenance of the highest possible degree of distributing service to advertisers and other consumers through the wholesale paper merchants and the printers.

The Company has therefore reduced the number of Eagle-A Standard Bond Papers to eight, Ledgers to four, Covers to five, and Book Papers to five. This range offers a satisfactory standard for every normal requirement of the advertiser and the printer.

We have also selected The Whitaker Paper Company as the first of the General Sales Agents for all products of our twenty-six mills, in all markets actively served by them. Additional Agents will be announced from time to time. Address us at Holyoke for the name of the nearest Eagle-A Agency.

AMERICAN WRITING PAPER COMPANY

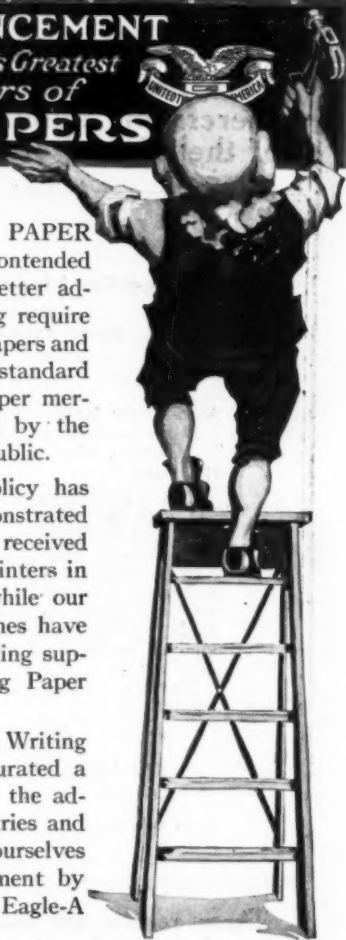


AN ANNOUNCEMENT by the World's Greatest Distributors of FINE PAPERS

THE WHITAKER PAPER COMPANY has long contended that the interests of better advertising and better printing require the standardization of fine papers and the distribution of these standard papers by the wholesale paper merchants to the printers and by the printers to the advertising public.

That our distributing policy has been correct has been demonstrated by the patronage we have received from advertisers through printers in all parts of the country, while our efforts to standardize our lines have received uniform and unfailing support from American Writing Paper Company.

We believe that American Writing Paper Company has inaugurated a reform of first magnitude in the advertising and printing industries and we are proud to identify ourselves with this progressive movement by stocking and distributing the Eagle-A Standards at all our houses.



The Whitaker Paper Company

No. 9—A little history of continuity advertising and results obtained therefrom. Published by permission of the advertiser.

Klearflax Linen Rug Company

Manufacturers

LINEN RUGS & CARPETING

Duluth, Minn., Jan. 5, 1921.

ASSOCIATION MEN,
19 So. La Salle St.,
Chicago, Ill.

Gentlemen:

It is a pleasure and we believe a duty to tell you that our advertising results in Association Men, and the influence which you have exerted in our behalf, have been most gratifying.

With many publications it is very difficult to accurately determine advertising benefits, but the marked increase in the use of Klearflax in the Y. M. C. A.'s throughout the country is the best kind of evidence of what Association Men has done for us.

May the influence of the Y. M. C. A., itself, continue in ever-increasing ratio, just as the influence of your publication has increased for us.

Sincerely yours,

KLEARFLAX LINEN RUG COMPANY,

NORTON MATTOCKS,
Advertising Manager.

Norton Mattocks:AK

These results are due to a combination of circulation value and the unique service we render our advertisers. Put this service behind your goods. Ask us about it.

ASSOCIATION MEN

347 Madison Avenue
New York City
New York

Western Office
19 So. La Salle Street
Chicago

American Business and Its Debt to Advertising

The Advertising Expert, from Pioneering Days, in Making of National Business

By F. Wayland Ayer

Reprinted by permission of the *New York Commercial* from its 125th Anniversary number.

AN advertising agent is one who creates, develops, distributes and cares for advertising other than his own.

The first advertising agency in the United States was established in 1840 in Philadelphia by Volney B. Palmer, who afterward opened offices in New York and Boston. In the early years much of the advertising, whether done through an agent or direct with publishers, was paid for in barter—usually the goods advertised. Indeed, this custom prevailed to some extent fifty years later, although the agent then usually received most of his commission in money. To-day any other than cash transactions in advertising are very unusual.

The volume of Mr. Palmer's business would now seem insignificant, and his business was largely with the country weeklies. This was natural, for in those days ninety per cent of the people of the United States lived in the country; only about ten per cent were city dwellers. The only way to reach the country people was through the country weekly. Consequently, these and the dailies of the smaller cities continued to absorb agency attention until the free delivery made possible the wider distribution of the publications of the larger cities.

Of late years the metropolitan dailies and periodicals have increasingly received the patronage of advertisers and agents. It is, however, worthy of note that the expansion of the announcements of local merchants has fully compensated the country weeklies for any loss in volume of general advertising, and that some national adver-

tisers are still counted among their patrons.

Until about fifty years ago magazine advertising was unknown. It may be said to have begun with *The Century* (then *Scribner's Monthly*) in 1870. *Harper's New Monthly Magazine* was published for thirty-two years without advertisements. They first appeared in that magazine in 1882. Magazines have since steadily grown in favor, until to-day there are agencies whose energies and facilities are alike largely confined to publications of these classes.

Metropolitan dailies have likewise shown great advances in circulation and consequent increase in advertising value which leading agencies have not been slow to recognize and strongly commend.

In the early days and for years the columns of many newspapers contained advertisements the character or appeal of which was discreditable alike to the advertiser and the publisher. There are advertising agencies which have never handled any business of such character, and in recent times the concerted effort of the agencies has had no little influence in elevating the tone and quality of advertising in general.

EARLY BIDDING FOR CONTRACTS

Fifty years ago business was obtained by the different agents on a strictly competitive basis, the lowest bidder getting the contract. This contract usually called for a given number of insertions of a specified advertisement in a stated list of publications for a certain sum of money payable as earned, the advertiser furnishing his own copy.

To-day all this is different. The agent no longer has his own individual list to recommend to an ad-

vertiser, his favorite prescription so to speak, but out of his experience and judgment he selects from the whole field of publications those papers or periodicals which by their character and circulation and distribution of circulation commend themselves to him as the right mediums for his client to use.

The agent now prepares the

greater in illustration. This result is also largely due to the service of the advertising agents, who have induced many of the best artists of the country to contribute.

To-day the purpose to make advertising copy acquaint its readers with the real facts about the article advertised is as clearly manifest as once was the disposition to exaggerate. As a rule, the advertiser is not the one best fitted to interpret the merits of the article to be advertised. Right here is where the agent can frequently demonstrate the worth of his service most effectively.

Another vital factor in the elimination of uncertainty in advertising investments is the better statistical background for the decisions and advice of advertising men. Formerly circulation statements were largely guesses—and the cost of advertising was a matter of bargaining with publishers. To-day, circulations are, as a rule, exactly stated, their distribution is also clearly defined—and in the well-equipped agency costs are readily calculated with substantial accuracy.

What a dictionary is to the student, a newspaper directory is to the advertiser. As yet no other than an advertising agent has proved equal to the task of keeping a record of the births, marriages and deaths in the field of journalism and of accurately compiling, classifying and presenting these statistics which are essential to the success of any advertising plan.

The first comprehensive newspaper directory was published in 1869 by George P. Rowell, an advertising agent of New York. It named 5,411 papers in the United States and 367 in Canada. We are likewise indebted to Mr. Rowell for the conception of **PRINTERS' INK**, most widely known and read of advertising journals, in the edit-



F. WAYLAND AYER

copy, and he must understand both selling and merchandising. Now, the price cuts much less figure than in those early days. Results are what most interest the successful advertiser to-day, and the agency which best succeeds in making advertising pay the advertiser is the one which books and bills the largest volume of business.

Nothing like as many mistakes are made in advertising investments to-day as formerly; guess-work has been largely eliminated, and the whole method of placing advertising more nearly approaches the methods of a science.

Comparison of the general run of advertising to-day with that of even twenty-five years ago shows advance in typography and still

INTERNATIONAL (NOT TRANSFERS) TRANSPARENTS

For Your Dealers' Windows



The INTERNATIONAL
DISPLAYS CO.



Permanent
Attractive

Easily Applied
No Waste



Your Poster Catches Her Eye

It's printed on Hammermill Cover. You've chosen a suitable and attractive color from the wide variety which Hammermill Cover offers, and your printer has turned out a clean, handsome job.

For Posters, Hangers, Window Cards, you can depend on Hammermill Cover to give you results that will be more than satisfactory—and at a price that will save your good round dollars.

For samples, showing colors and finishes, write Hammermill Paper Co., Erie, Pa.

As Standard as Hammermill Bond

HAMMERMILL COVER

*For Booklets, Folders, Broadsides, Catalogs, and all
Direct-by-Mail Advertising*

ing of which Mr. Rowell found his greatest satisfaction in the later years of his life.

The N. W. Ayer and Son American Newspaper Annual, first published in 1880, presented newspaper statistics in a more concise and convenient form than had heretofore been attempted, and contained many new and interesting features. A merger of the two publications, therefore, quite naturally resulted.

The 1920 volume of the American Newspaper Annual and Directory lists 22,428 United States publications and 1,416 in the Dominion of Canada. Not only have publications multiplied, but the circulations of individual publications have likewise shown marvelous growth—indeed, a circulation of a million or more is more frequent today than was a 100,000 issue in those days.

It is perhaps interesting to observe that whereas in earlier years the merits of many publications were exploited in the advertising pages of the directory, no advertising has appeared therein for a number of years past. This is another way of saying that although at first this did not interest a sufficient number of people to insure support, the demand for the information it supplies has so increased that the directory has come to be self-sustaining without advertising income.

The largest circulation claim in the country in 1869 was made by *Pomeroy's Democrat* (weekly), New York City, 275,000 copies. The largest circulation then claimed by women's publications were for *Godey's Lady Book*, 106,000, and *Peterson's Ladies' National Magazine*, 140,000, both published in Philadelphia. The *Saturday Evening Post's* claimed circulation was at that time 20,000, and *The Brooklyn Eagle* confessed to "the largest circulation of any evening paper in the United States."

A quotation from an advertisement of fifty years ago may add to the reader's appreciation of progress in other lines than advertising. The *Telegraph*, of Kenosha, Wis., states in its advertising announcement in Rowell's 1869 Directory: "The town is renowned for the manufacture of wagons which find a market all the way to



VOLNEY D. PALMER

the Rocky Mountains and even in Oregon, being shipped by way of New York."

Fifty years ago skyscrapers would have been useless, for, while freight was elevated, folks walked. Vehicle traffic of city and country alike was horse-drawn, railroad travel was more talked about than enjoyed, sleeping cars had not been invented. Under water and through-the-air journeying was hardly dreamed of in those days. Local telegraph lines were giving unsatisfactory short distance service; but talking over wires, wireless telegraphy and machines which would talk or sing as desired were beyond our ken.

The last has been the greatest half century in the world's history, surpassing in accomplishment the record of previous centuries, and very much of it could never have been possible without publicity, which is another word for advertising.

The newspaper and periodical circulations of this generation have been built and maintained by advertising, and that is no more true of publications than of many other of our country's largest industries. Going through the house from cellar to attic one finds very few articles, whether of fittings or furnishings, the sale and use of which has not been promoted by advertising. The same is true of the office building and of farm and factory equipment. And what is true of these applies with equal or greater force to the books we read, the clothes we wear and the food we eat.

But forceful and effective as advertising has proved, it does not sell itself, and just here is found the function of the advertising agency. Millions of dollars are spent annually by organizations bearing this name in the endeavor to advertise advertising. The prospective advertiser must first be found and then he must be persuaded that he really should be an advertiser.

This is frequently a time-consuming process. The writer well knows of two instances in which seven years were spent in educating a prospective advertiser to the point of advertising. Though hard to persuade and slow to start, their expenditures for publicity have since run into the tens of millions.

The great function of the agency is to make advertising pay the advertiser—never an easy task, and seldom possible without intelligent and diligent manufacturing and selling co-operation on the part of the advertiser which, strange as it may appear, is sometimes, for a variety of reasons, very difficult to obtain.

ENTER, THE ADVERTISING EXPERT

The successful advertising agent becomes familiar with merchandis-

ing conditions and selling plans in many lines of trade, and in many cases has, and deserves, the advertiser's fullest confidence, so that he is frequently urged to attend salesmen's conferences to outline selling and advertising plans.

A striking illustration of the efficacy of advertising and the efficiency of the advertising agency is found in to-day's prosperity of private schools and in the development of education among both men and women through correspondence.

A communication from a well-known educator to the agency which has been particularly helpful in promoting educational advertising presents the case so strongly that permission to include the following quotation from it in this article was asked and obtained:

"When school advertising really began, the advertising pages of the magazines looked like those plates of names we see when we enter a building—Mr. A., Mr. B., Mr. C. and so on. There was half an inch devoted to the name and address and the dates of the opening of the different schools, and there it stopped. There was nothing to make the youth of the country or their parents feel the importance or the benefits of such an education. When you undertook this work you changed entirely the character of school advertising. You not only advertised the private schools individually, but you also advertised the importance of education itself, and many a boy and many a girl read about these schools, sent for a catalogue and got his or her vision of what an education at one of those schools would mean. He attended the school, he had that wonderful training, and in addition he had inculcated in him the importance of a high sense of honor and that wonderful *noblesse oblige* in his manner and words, and he became a leader in the higher type of thought and action, which made business finer and which made all the social life of the community richer. That is the service you have helped to send out through

Selling 73%

of the

Dealers Interviewed

May 12th, 1921.

Chicago Herald and Examiner,
Chicago, Illinois.

Gentlemen:

I am sure it will please you to know that we passed another milestone yesterday in our "Prefet" Sardine sales campaign. We went beyond the 1,000 mark in cases, reaching 1,075 $\frac{3}{4}$ cases at the end of the sixteenth day of our campaign, or \$9,681.75 worth of sardines sold to 1,336 dealers, and we have not as yet worked any of the chain stores. We have sold 73% of the dealers interviewed up to today.

I believe you will agree with me that this is a wonderful record for an absolutely unknown brand of goods in this market, selling at considerably higher price than competing lines and working the trade direct. We have also collected more than 40% of the amount named.

This early success before a line of advertising has appeared is in a large measure due to the efficiency of your splendid merchandising department and the ready co-operation we have received from you right along. Not only have you kept every promise made by your representative, Mr. Holman, in San Francisco, but I have been pleasantly surprised by the many things done by your organization which were not promised.

Allow me therefore to express my sincere thanks at this early date for your valuable services, knowing that we are now on the high road to a complete success.

Very respectfully yours,

ALFRED GABRIELSON,
Vice Pres. and Genl. Mgr.



*Ask us for printed exposition
of the Merchandising Plan that
made the above success possible*

HERALD  EXAMINER



You think the sportsman is a "bug." Your hunter or angler—you think he is a "bug."

So he is.

He's a "bug" when he's looking up his equipment for hunting or fishing.

He's a "bug" while on the trip.

He's a "bug" when club-talk turns on hunting or fishing.

Yes, and he's a "bug" in his business. His blood circulates; his head is clear; his courage firm. He does things right.

He's a money-maker, and a spender. He knows the good things of life, and he goes after them.

Yes, he is a "bug"—a *big* bug.

Have you something to sell to a man like that?

Advertise it in the outdoor magazines, which reach such men—100 per cent men—at the lowest cost per man.

**FIELD
AND
STREAM**

**OUTERS'
RECREATION**

New York

Chicago

all the land. Many of us started schools with no capital except character, and you took that character and surrounded it with your credit and your experience and all that you have done in the business world for business, and you made our characters blaze into a light that lighted a nation and drew the youth of the nation from every part of the land to us."

Many a similar tribute might be, and doubtless has been, paid by "big business" to one or another of the outstanding, upstanding advertising agencies of this country the like of which are not known in any other country of the globe, for in no other country has advertising in publications had anything like the development with which we of the United States are familiar.

And yet advertising is only in its infancy.

New Directors of New York Advertising Council

The business session of the annual spring meeting of the New York Council, American Association of Advertising Agencies, was postponed until fall, with the exception of taking action on the election of three new members of the board of governors.

Jos. A. Hanft, presiding chairman, stated that the nominating committee had suggested three names to be submitted, the new men to serve in place of three who had resigned. Upon motion the secretary was directed to cast one ballot and Roy S. Durstine, of Barton, Durstine & Osborn, Inc., Frank A. Arnold, of Frank Seaman, Inc., and C. D. Newell, of Newell-Emmett Co., Inc., were elected.

Wettersten to Join Howard-Garfield-Gray

Harold T. Wettersten, a commercial illustrator who was with the Wilfred O. Floing Co. for two years and more recently on the staff of the Charles Daniel Frey Co. of that city, will join the staff of Howard-Garfield-Gray, advertising illustrators of Detroit, on June 1.

Agency Sells Chicago Branch

The Fred M. Randall Company, advertising agency of Detroit, announces that it has sold its Chicago office to Harry C. Maley and A. L. Gale.

Mr. Maley, who has been vice-president and in charge of the Chicago office for the last three years, has organized The Albee Corporation, and is taking over the business of that office.

Rice Consumption Tripled by Use of Advertising

The Rice Millers' Association and the Associated Rice Millers of America, the latter being the advertising organization, recently had their annual conventions at New Orleans. The president of the Associated Rice Millers of America, Frank A. Godchaux, declared that the short intensive advertising campaign which had been undertaken a few months ago had tripled the consumption of rice in the United States. He also referred to a new campaign which is being planned. He said in part:

"Rice is being consumed in the United States at the rate of seven pounds per capita, an increase of 4.53 pounds over the 2.47 pounds the average person ate during 1920.

"The advertising plan as carried out created a feeling and spirit of co-operation among the greatest number of jobbers and retailers throughout the country, and as a result rice has been placed on a proper cost-to-the-consumer basis.

"There is no doubt that through the thorough co-operation of the millers and producers during the next few years, we will see a very material increase in the consumption of rice in this country; and we will further see every available acre of land suitable for rice production placed under cultivation for the growing of rice, in order to meet the demands of the consumers. And in doing this the lands situated in the rice-producing sections of Louisiana, Arkansas and Texas will be greatly enhanced in value.

"The advertising campaign presently being worked out by the association will not only increase the consumption of rice by the present generation, but will be one of a broad educational nature. The science of cooking and the proper uses of rice will be brought home through the domestic science work that will be carried on through the schools and other educational channels, thereby creating a permanent demand for generations to come."

Advertising Saddles in Farm Papers

The United States Harness Co., Ranson, W. Va., has started a farm-paper campaign specializing on the McClelland saddle, purchased from the Government. The campaign is limited to the Middle Western States.

The account is being handled by the Ferry-Hanly Advertising Co., Kansas City, Mo.

Boston Agency Incorporates

The advertising agency conducted by Samuel M. Rachlin, of Boston, for the past four years has been taken over by Rachlin Advertising, Inc. Mr. Rachlin will be retained as president and general manager of the new corporation.

War Department Has No Policy of Favoring Non-Advertisers

Secretary Weeks Asserts Department Recognizes Value of Advertising

WHENEVER there is a change of national administration, renewed strength seems to be imparted to the wings of an old rumor that the Government prefers to make its purchases from non-advertisers. Lately there have been indications that there was some basis for this rumor. After several complaints had been made to the Associated Business Papers, Inc., Jesse H. Neal, executive secretary of that association, brought the matter to the attention of Secretary of War, John W. Weeks, in a letter, which read:

"Our attention has been called to the fact that certain officers in your Department are taking what seems to us to be the wrong attitude with reference to advertising by manufacturers selling goods to the United States Government. They labor under the delusion that advertising is an unwarranted expense and increases the cost of production.

"Here is a typical case. A manufacturer submits a price for an article needed by your Department. An officer, who is not informed as to modern sales methods, in trying to secure better prices, casually remarks that as the manufacturer is an advertiser and advertising is not necessary to sell goods to the Government, the Government should receive a price less the cost of the advertising. In other words, these officers convey the impression to manufacturers that by ceasing their advertising they could make better prices to the Government. Not infrequently, to curry favor with these officers, the manufacturer may curtail his advertising. This action eventually reacts to the injury of the Government, as well as to the manufacturer, and incidentally, deprives trade and technical papers, magazines and newspapers of legitimate business.

"We believe, therefore, that the situation justifies a personal investigation on your part, with a view of establishing a future policy more in accord with modern merchandising experience and an appreciation of good business practice.

"The officers in question have failed to realize that advertising is used as a piece of selling machinery to reduce selling costs, just as machinery is used to reduce production costs. The concern which is using this great modern selling force to get a large volume of business at low cost, is thereby enabled to make a much lower quotation to the United States Government than would be possible otherwise.

"Moreover, it is a recognized fact that the cost of selling to the Government is many times higher than selling to general consumers through advertising, owing to the fact that sales to the public can be made in many places at the same time. Of course, there are some concerns which sell a comparatively large proportion of their output to the Government, and even these concerns would be in a much sounder and more stable position, did they have a steady, dependable volume of business from other sources to increase their volume and reduce their general overhead. Nevertheless, these very concerns are deterred from advertising by the attitude of certain of your officers having to do with purchases.

"Advertising does reduce the cost of selling, and what should be of just as much interest to the War Department is the fact that advertised merchandise must of necessity be maintained at high quality standards.

"We could give you names of officers and of companies, but we feel that this would not be fair to the officers, who, beyond question, are doing their best to obtain low prices for merchandise purchased for the Government.

"We hope, however, that it will be consistent for you to let us have an official statement as to the Government policy in cases such as we have outlined. We are confident that if you are willing to make such a statement, it will have a very potent effect in stimulating commercial expansion at this time, along lines of demonstrated efficiency.

"We are just as confident that a continuation of the policy now followed by certain of your officers, will tend to discourage and retard the return of business activity.

"We deem this matter of more than usual importance and bespeak for it appropriate consideration at your hands."

Secretary of War Weeks has assured Mr. Neal in his answer to the foregoing letter that a ruling whereby non-advertisers are favored by the Government in its purchasing of supplies or materials is not in force. His answer follows:

"In reply to your letter of May 12, 1921, in which you refer to the attitude taken by certain officers in connection with the effect of advertising upon the cost of supplies or material purchased by the Government, I assure you that the ground taken by these officers that manufacturers with whom they are dealing would be in a better position to deal with the Government if they

(Continued on page 95)

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THE ERICKSON COMPANY

Advertising

381 FOURTH AVENUE, NEW YORK



*If you want to know about our work, watch
the advertising of the following products:*

BON AMI
CONGOLEUM RUGS
VALSPAR VARNISH
INTERWOVEN SOCKS
GRINNELL SPRINKLERS
McCUTCHEON LINENS
WESTINGHOUSE MAZDA LAMPS
PETER SCHUYLER CIGARS
JACK-O'-LEATHER SUITS
MANNING SPEED-GRITS
TERRA COTTA
TARVIA
BARRETT EVERLASTIC ROOFINGS
CHALMERS UNDERWEAR
WALLACE SILVER
CARBOSOTA
NEW-SKIN
WONDERWEAR
BERNHARD ULMANN CO.
ART NEEDLEWORK PRODUCTS
CONVERSE TIRES
BARRETT SPECIFICATION ROOFS

What we've done for others we can do for you.

The
Symbol

Thos. Cusack Co

Of National
Circulation

POSTER



The Finest Spread for Bread
JELKE
GOOD LUCK
MARGARINE
Manufactured by
JOHN T. JELKE CO.
NEW YORK, N.Y.



REG. U.S. PAT. OFFICE

Much Ado About Something

to paraphrase the master.
We've made a number of
claims about

O'FLAHERTY'S PEERLESS MATS

and we've made good on
them, every one. We do
equally as good a job on
electros and stereos. The
correct use of each effects
an economy.

Let us tell you about it

Made by O'FLAHERTY
225 West 39th St. New York.

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did not advertise, is not an expression of a policy of the War Department.

"The Department expects to employ every legitimate means in making its purchases to obtain the lowest prices consistent with the quality of the material supplied and where the volume of its purchases warrant, expects proper consideration of that fact in the determination of prices.

"To attain this end the Department recognizes the value of advertising as the best means of bringing its wants to the attention of the trade and of securing the widest competition."

New Accounts with Louisville, Ky., Agency

The accounts of the Cumberland Tire and Rubber Company, Superior Woollen Mills, Allan Manufacturing Company, mail-order made-to-measure rain coats, Richard D. Bakrow & Son, rubber goods, and National Realty and Development Company are being handled by Goodwin, Camper & Kleesattel, advertising agency of Louisville, Ky.

A campaign in which magazines, business papers and window display material will be used is planned for the Cumberland Tire and Rubber Company. Beginning in July mail-order publications will be used for the Allan Manufacturing Company.

This advertising agency was established in March of this year by John E. Huhn, vice-president of the Liberty Insurance Bank of Louisville, president; O'Neil Goodwin and Fred O. Kleesattel, vice-presidents, and S. D. Camper, secretary and treasurer.

Mr. Goodwin was previously sales manager of the McCloy Advertising Agency, Pittsburgh, and later service manager of the Caxton Company. Mr. Kleesattel has been engaged in commercial art work in Louisville for the last ten years. Mr. Camper has been engaged in sales work throughout the South.

Among other accounts which have recently been obtained by this new agency are: Bond-Gillessey Company, heavy chemicals; Tafel Electric Company, and Buckley Bros., milling engineers.

R. K. Winans with Gilbert & Barker Company

R. K. Winans, recently assistant advertising manager of the Central Maine Power Company, is now connected with the advertising division of the general sales department of the Gilbert & Barker Manufacturing Company, in Springfield, Mass.

New Account for Byron G. Moon

The New York office of the Byron G. Moon Company, Inc., Troy, N. Y., has taken over the advertising of W. O. Horn & Bro., Inc., New York, importers, manufacturers and jobbers of various lines of men's furnishings.

Biscuit Manufacturers to Discuss Co-operative Advertising

At the twenty-first annual convention of The Biscuit and Cracker Manufacturers' Association, which will be held at Atlantic City, N. J., on May 30 and 31 and June 1 and 2, a plan for a co-operative advertising campaign will be considered.

A report on this subject will be submitted by a committee headed by J. B. Franke.

Co-operative advertising has been discussed at two previous conventions of this association.

Thomas J. Young, manager of the merchandising department of the Philadelphia *Public Ledger*, will address the convention on "Increased Consumption Through Dealers' Help." Thomas H. Beck, vice-president of P. F. Collier & Son Co., will make an address on "Selling."

Page & Shaw Advertise the Vitamines in Chocolate Bars

Yeast does not have a monopoly on vitamines in the advertising that is being done in Rochester, N. Y. In that city, at least, Page & Shaw have started to advertise the vitamines in chocolate bars. This company says that "each of its Vitamine Chocolate Bars is estimated to contain many times the amount of vitamines of a yeast cake."

These bars, the company says, are sold in its "twenty-five shops and five thousand agencies."

Philip Ritter Adds Three Accounts

The Philip Ritter Co., Inc., New York, has been appointed to handle the accounts of The Soluble Coffee Company of America, New York; "Sofas" laxative for the General Chemical Company, New York, and B. H. Janssen Piano Co., New York.

Newspaper campaigns are planned for all three of these accounts. Magazines will also be used for the Janssen company.

Randall Agency Appoints Service Director

Charles E. Foerster has been appointed director of service of The Fred M. Randall Company, Detroit advertising agency. For the last two years he has been manager of the rate department.

Joins Archer A. King

Edward H. Harris has resigned from *Fashion Art*, Chicago, and has become associated with Archer A. King, Inc., in the Publisher's Service, Chicago.

An advertising club has been established at Ogden, Utah. The new club will be affiliated with the Associated Advertising Clubs of the World.

Why Imaginary "Talking-Points" Should Be Avoided

Arguments Which Look Perfectly Beautiful on Paper May Turn Out to Be Advertising Gold Bricks

By Roy W. Johnson

HAVE you a little talking-point in your home? Probably. Most concerns have. It is difficult to sell goods, let alone advertise them, without something definite to talk about.

But is your talking-point based upon honest-to-goodness superiority, or is it something hatched up to suit the occasion? Some products are born with a full set of perfectly natural talking-points; others achieve them in the logical course of events; while some have talking-points thrust upon them. The latter may be all very well if the product can live up to the talking-point, but there have been cases where factitious arguments of this sort have returned to plague their inventors.

An exceptionally shrewd observer of advertising from the scientific viewpoint told me not long ago that in his opinion advertisers were becoming more reckless every day. "I don't mean fraudulent advertising, in the sense of downright misstatement of facts," he said. "That appears to have been pretty thoroughly cleaned up, so far as the reputable publications are concerned. But during the past two or three years there has been a great increase in the output of pseudo-scientific arguments, sometimes based upon half-truths, and sometimes hatched up out of somebody's imagination. Some of them are undeniably clever, others are about as naive as a high-school girl's idea of life, while some are merely childish. Most of them are harmless enough, but I just wonder if it is good business to commit one's self to arguments which may prove mighty embarrassing later on.

"It would make some of our good friends pretty sick to defend their own statements on the wit-

ness stand, for example, as they might be called upon to do almost any time. I'm no lawyer, but in about two minutes I could make a monkey out of the manufacturers of ——— Tooth Paste, ——— Shoes, and ——— Tires, to name only a few conspicuous offenders.

"I had a long talk the other day with a manufacturer who is basing an elaborate reason-why campaign upon 'facts' which are purely imaginary. I pointed out what a lovely pickle he would be in if he had to stand or fall on the strength of his own arguments, and he called me a literal-minded pedant who was forever trying to take the joy out of life. 'Those arguments get by all right,' he told me. 'They were originated by our advertising man, and he knows his business.'"

THE DEPRAVITY OF "SHAKY" TALKING-POINTS

There is a good deal of truth in the remarks quoted in spite of the fact that they are not likely to evoke cheers of enthusiastic approval from the side-lines. It never does prove excessively popular to interfere with what somebody wants to do. But none the less the proud owner of an imaginary or artificial talking-point should consider the matter with care and circumspection before he trots it out for public consumption. It may seem a very proud and lusty talking-point in publication space and on posters; the public may take to it like a duck to water; the trade may consider it the cleverest thing ever invented; but what will happen if a rat-terrier of a lawyer starts shaking the daylight out of it on the witness stand? Remote and improbable? Scarcely. A number

What do you Expect *from* Your Printer?



The Fourth Dimension

WHEN you place your printing order you may specify exactly the width, the length, the weight of stock to be used—but there's a "fourth dimension"—TIME. In the majority of cases time is the most important dimension of the four—it must be reduced to its minimum.

Goldmann equipment and organization is constantly reducing this fourth dimension to its lowest terms. Big-run equipment, a finely coordinated personnel, day and night service—all of them time-reducing factors that work in your interest.

ISAAC GOLDMANN COMPANY

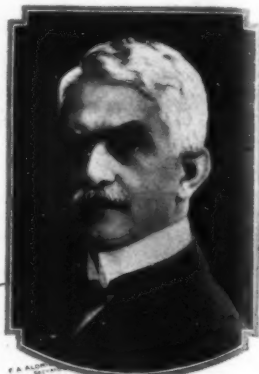
Printers Since Eighteen Seventy Six

EIGHTY LAFAYETTE STREET NEW YORK CITY

TELEPHONE FRANKLIN 4520



Big Men and MOTOR



DORR MOTOR CAR COMPANY
FLINT, MICHIGAN

Circle Number "DORR"

Motor,
110 West 40th St.,
New York City.

Gentlemen:

Our congratulations to you and
your splendid Journal which has so long
stood on a par with the great industry
which it so meritoriously represents.

Very truly yours,

DORR MOTOR CAR COMPANY
J. D. Dorr
President.



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of perfectly delicious talking-points have thus figured to the confusion of their proprietors, and the industrious trade-mark infringer or imitator of labels may at any time elect yours to undergo the same ordeal.

As a matter of fact, it is quite possible that the manufacturer who adopts an imaginary talking-point may find that he has placed himself at the mercy of the good-will pirate, and that he can get no relief or protection from the courts until he abandons his talking-point altogether. This is very sad, but it is also very true. For it is a well-established principle of equity that the courts will not intervene to protect a man who is himself engaged in perpetrating a fraud. As it is generally stated, "he who seeks equitable relief must come with clean hands." And the courts, being prosaic and unimaginative, do not generally appreciate that the artificial talking-point is only the means of having a little harmless fun with the public. They are likely to call it cold and brutal names, and kick it unceremoniously out into the unfeeling world again.

There was, for example, the story of Lieutenant Moxie and the Bolivian beans. It was a peach of a story, full of thrills, and entirely harmless. It told how the bold lieutenant, pushing his way through the pathless Bolivian wilderness, discovered the plant of marvelous medicinal qualities, and brought the seeds to civilization at great personal risk from the enraged savages. Perhaps I am wrong: it may not have been a bean, and I am not sure about the savages. But that really doesn't matter, for neither Lieutenant Moxie nor the miraculous plant were ever shown to have existed outside of the copy writer's imagination. But the drink which was named for the fictitious lieutenant, and which was alleged to contain the juice of the fabulous plant, grew strong in the public favor, and attracted the attention of an unregenerate spirit who promptly countered with "Modox."

There was a lawsuit, in which the lieutenant and the medicinal properties of the plant were prominent topics of discussion. And as neither could be shown to exist, the hard-hearted court politely indicated the exit sign to both parties, and asked them to close the door gently when they went out.

Later on, the Moxie company having abandoned the lieutenant and the medicinal herbs (without seriously interfering with the sale of the beverage), reappeared, and secured an injunction restraining further sales of Modox. But the time and money spent in prosecuting the first suit was entirely lost, together with a large number of sales which were illegitimately acquired by the infringer. There was also the chagrin and embarrassment of having one's pet idea called opprobrious names by the court. And the probabilities are that the company had no intention of swindling anybody. Extravagant claims were far more common in those days than they are now, and the intention was doubtless merely that of getting a talking-point which was sensational enough to attract attention.

JUST AS GOOD PROGRESS WITHOUT IT

It is worthy of note, however, that the sales of the beverage did not decline when the fictitious claims were abandoned, indicating that their value and importance were over-estimated. It is quite possible that the public did not take them very seriously anyway. And I think the same thing is true of most of the extravagant claims which are put forward today. The consumer does not take them half so seriously as the advertisers imagine he does, and they could probably be dropped without serious effect upon the sales chart. It is remarkably easy for an advertiser to kid himself into the belief that the public awaits his announcements with bated breath, but it is mighty seldom the fact.

It is also necessary to watch out lest a talking-point, which was quite truthful and natural when the business was started, becomes

misleading through the force of circumstances later on. There are instances, for example, where advertising in the first person over the signature of an individual has been continued long after the death of the individual; and where references to patent rights have been played up long after the patents have expired. There are also cases where businesses have literally outgrown their talking-points, as happened in connection with Carnation Milk some dozen years ago.

As many readers will remember, the business started on the Pacific Coast, under the name of the Pacific Coast Condensed Milk Company. The copy laid great stress upon the herds of pedigreed cows which stood knee high in the luxuriant grasses which were green all the year round, which drank the sparkling water from the clear mountain brooks, and breathed the fresh ozone which swept down from the crest of Mount Rainier. Unquestionably the location of the business afforded a legitimate opportunity for "atmosphere," and the company capitalized it to the utmost.

The business was a success from the start, and expanded rapidly, until the company had condenseries not only upon the Pacific Coast, but in Illinois and Wisconsin as well. No change was made, however, in the talking-point. At length, in 1912, the company brought suit in the United States District Court at Chicago, against a rival concern which was alleged to be imitating its red and white labels, and the talking-points assumed a prominence which was far from pleasant.

For the rival concern proceeded to demonstrate what was obviously the fact: that Illinois and Wisconsin cows did not feed on grass which was green the year round, nor drink from mountain brooks. The very pieces of copy which the Carnation Milk company introduced in evidence to prove its own continued use of the labels, were turned against it. The president of the company was put upon the witness stand and examined at

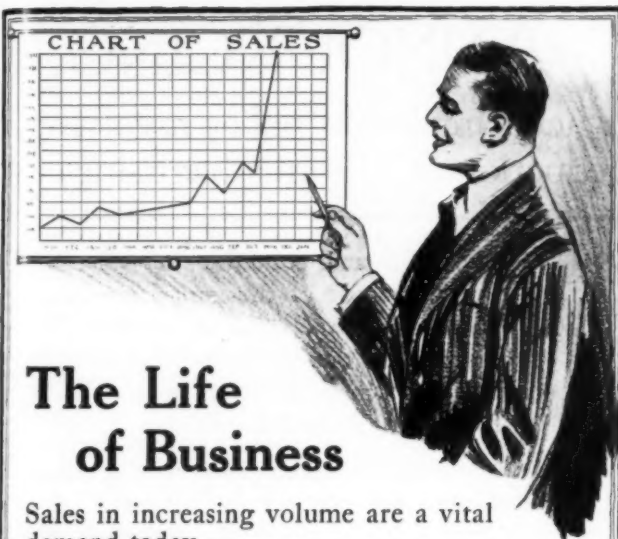
length concerning the statements which an over-zealous copy writer had been allowed to make. And in the end the court dismissed the case. "I do not think this is a case for an injunction," said the judge. "I will give no opinion, but will enter an order dismissing the bill of complaint for want of equity, at complainant's costs."

Now it is obvious that no very great harm was done by the pleasant little fiction. It was no worse than divers and sundry talking-points which are being played up in the newspapers and magazines at the present time. But the question is—leaving ethics apart—do these little pleasantries produce enough extra business to be worth the price that may have to be paid for them? I am quite certain they don't. As a matter of fact, it has been demonstrated time after time, that this variety of cleverness is one of the most expensive things an advertiser can buy. The artificial or imaginary talking-point is a veritable advertising gold brick.

ANYWAY, MAYBE WE WILL CHANGE
OUR MIND

Nor is an equity suit for unfair competition or trade-mark infringement the only place where such matters prove embarrassing. It happens not infrequently that continued use of an artificial talking-point may force an advertiser into an entirely false position because he feels that it is necessary to be consistent with his own past arguments.

Every advertising man is familiar with the continuous tempest in a teapot which has raged over the ingredients of baking powder. The manufacturers who used cream of tartar have been especially active in pointing out the dangers of using alum and phosphate powders. For years the public has been warned to beware of baking powder which contained those "deleterious" ingredients, and to insist upon using only that which contained pure cream of tartar. No end of dust was kicked up over the issue—so much so that in 1916 the Department of Agriculture appointed a special board of



The Life of Business

Sales in increasing volume are a vital demand today.

People have money. They will buy if your product enjoys the best display possible.

The Brooks Display Container (Patent)

not only places goods on the dealer's counter in close contact with buyers, but does so with maximum results. It is the display container brought to perfection.

It's at your service.

BROOKS BANK NOTE CO.

MANUFACTURERS

Lithographed Folding Boxes

Labels

Window Display Advertising

Office Stationery

Springfield, Mass.

New York Philadelphia
100 Hudson St. 425 Sansom St.

Boston
114 State St.



ANNOUNCING

a new circulation policy involving a reduction of 25% in advertising cost

THE abnormal conditions of war time, as well as those of the period immediately following, compelled an increase in the selling prices of magazines to the consumer to figures which magazines were properly entitled to even under pre-war conditions.

It is our belief, based upon a wide range of evidence, that the service rendered to our reading public is worth the full price asked, and is so regarded by the vast majority of that public.

The prices of our magazines remain—\$2.50 per year and 25c a copy for the Delineator, and \$2.00 and 20c a copy for the Designer.

The beginning of this year we decided in our own interests to seek only that circulation which will be remunerative to us, and to decline to seek circulation which—while doubtless fully as valuable to the advertiser—is not as valuable to the publisher. This is entailing and will entail some losses in circulation during this year when the expirations are being renewed at the higher prices.

This adjustment in circulation will amount to from 12% to 15%. In line with our present policy of retaining only that circulation which is remunerative to us, we will allow this

decrease to stand and hereby announce an immediate reduction of 25% in the cost of advertising space upon all new business and upon adjusted contracts (effective September issues).

The present black and white page rate of \$7,700 will be \$5,775 and the present four-color page rate of \$11,000 will be \$8,250.

While the present price of paper does not justify this cut, it is made in anticipation of further reductions in paper prices, and, we believe, in conformity with the necessities for general reductions.

Also since the A. B. C. has made a guarantee practically a dead issue as a selling argument, as indicated by the terms of our leading competitors, the custom of a guarantee will no longer be continued.

In addition to the A. B. C. Audit statements, monthly print figures will be furnished.

A new rate card will be mailed to you shortly and our representatives will adjust present contracts to conform with this reduction.

It should be emphasized that no reflection on the value to the advertiser of any method of getting circulation is implied in our decision to seek only that circulation which is remunerative to us.

Print Figures for July—1,400,000.

BUTTERICK

chemists, headed by Professor Ira Remsen, to investigate the subject. The Remsen board's report, based upon voluminous evidence, was to the effect that all three ingredients were equally harmless when used under the ordinary conditions of household cookery, and that the rival claims of the manufacturers were talking-points without scientific foundation. The board's findings, however, did not noticeably restrain the enthusiasm of the rival camps. What did the public know about the Remsen board anyway?

There came a time, however, when cream of tartar became difficult to import on account of the war, and one of the large companies had difficulty in keeping all its plants going. One of its subsidiary brands was therefore changed from a cream of tartar to a phosphate powder. That was simple enough, as a manufacturing proposition. But in view of what the company had been saying for years about phosphate powders, it was not desired to make the change any more prominent than was necessary in order to comply with the law. Except for the sake of consistency, there was no reason why the company should not have announced with a blast of trumpets: "— is now made with phosphate. It is just exactly as good, and the price is twenty-five cents a can instead of fifty."

But consistency had to be served, as a result of which the company has been haled before the bar of the Supreme Court of the United States and the Federal Trade Commission into the bargain.

The charge in both cases is misbranding, it being claimed that the company did not make sufficient changes in the label when the phosphate ingredient was substituted for cream of tartar. It seems that when the change went into effect, the word "Cream" was put in quotation marks, a spray of golden rod was substituted for a bunch of grapes, and the words "a pure phosphate powder" were printed on the bottom of the label. It is alleged, however, that this was not sufficient notice to the public, and that the changes were

so made that the ordinary consumer would not notice them.

Now quite obviously any damage which has been done to the consuming public, or to anybody else, is quite trivial, even if all of the charges shall be sustained. Nobody will get wildly excited about it either way. But the expense to the company in defending a lawsuit which originated in Arkansas and now reposes in Washington is far from trivial. In addition, the company has voluntarily changed its label a second time. The question may properly be raised as to whether a factitious talking-point, no matter how clever it may sound, is worth the money.

And, in conclusion, it is seriously to be doubted whether a talking-point of this variety is really as effective as it is cracked up to be. The probabilities are that it is just about half as effective as a truthful and honest argument would be, even if less sensational. That statement is open to argument, of course, but there is no argument about the effect which such recklessness has upon the public's opinion of advertising. It may seem smart and clever to invent some plausible but foundationless talking-point, but there is always a sizable number of people who *know*. They promptly set it down as mere bosh and drivel, and are quite likely to extend the same opinion to advertising in general.

Collin Armstrong, Inc., Changes Name

The name of Collin Armstrong, Inc., advertising agency of New York, has been changed to Smith, Sturgis & Moore, Inc. All of the capital stock of the company is now owned by Frank G. Smith, William A. Sturgis, Harold A. Moore and their associates.

The announcement that Collin Armstrong had retired from this agency and had become associated with Wm. T. Mullally, Inc., was made in *PRINTERS' INK* a short time ago.

J. M. Case Transferred to Detroit

J. M. Case, for several years advertising manager of the Garford Truck Co. and who later joined Critchfield & Co., Chicago, has been transferred to the Detroit office of this agency.

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PRINTERS PLAN 10 STORY PLANT ON SOUTH SIDE

BY AL CHASE.

Another big plant is to be added to the south side printing district. The McGill-Weinsheimer company, engravers, lithographers, and printers, now in the Coca Cola building at 1322-1324 South Wabash avenue, has purchased 18,000 square feet of land at the southwest corner of Twenty-second street and Calumet avenue, from Dr. Frank Billings, the Lorinda C. Wheeler estate, and R. H. and C. P. Van Schaack, trustees.

The lots are now occupied by what were once the residences of some of Chicago's best known families. These will be torn down and replaced by a ten story printing establishment to contain approximately 170,000 square feet of floor area. An architect has not yet been selected.

More About Republic Lease.

Further details have been made public on the lease of the store at 207 South

Acme
Alloy
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Empir
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Havan
Hayden
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Inter Tr
Lig Mar
Lima L
Meteor
North
Perfect
Prof Shi
Do I
Radio
Do D
R J Rayn
Rockwell
Roy de
St Cons
Do B
Stanwoo
Sweets
Swift In
Union Co
Uni Pft
Uni Re
U S Ship
U S Steel
Willis Ia

Prairie
S O B
S O Nev
Allied
Roone



*Tom, Tom, the piper's son,
Stole a pig and away he run;
The pig got eat and Tom got beat,
And went crying down the street.*

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Company, Saint Louis,
and manufac-
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M. W. set process was
used in the
production of this
piece.



Best results can only be obtained through co-operation—selecting a firmly established, well organized institution as a sort of partner in the handling of your advertising requirements. Such an arrangement furnishes a full equipment to meet every condition for the successful production of your direct-advertising literature.

MAGILL-WEINSHEIMER COMPANY

Producers of Sales-Making Advertising

1322-34 SO. WABASH AVENUE
CHICAGO, ILLINOIS



ERWIN, WASEY & COMPANY

Advertising

NEW YORK

CHICAGO

LONDON

We seek to have all our work bear the impress not only of unusual advertising craftsmanship, but of a competent understanding of the sales situation with which it is primarily concerned



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Big Wood-Working Firm Runs First Campaign in Forty-four Years

George W. Smith & Co. Hope New Product and Advertising Will Keep Great War Plant Going

IN a few more weeks George W. Smith & Company, Inc., of Philadelphia will have completed their great shipbuilding contract for the U. S. Government. Then their big wood-working plant, the largest in the East, will be ready for—that is the problem. Will it be a new job, or idleness?

Naturally, George W. Smith & Co. hope they will be able to keep their big shops going. To assist toward that end, they have found a new product—and have turned to advertising for the first time in the forty-four years their business has been in existence.

When the business was established by Major George W. Smith, U. S. A., in 1877, its object was the designing and making of fine furniture, and for more than twenty years the entire attention of the company was devoted to that purpose. Then twenty years or so ago, the house turned to interior woodwork and soon was entirely concentrated on the manufacture of high-grade interior fittings for residences, public buildings, banks, stores, etc.

When the United States entered the war and the cry went up for ships, George W. Smith & Co. were called upon to make the joiner woodwork for passenger ships, troop ships, freight ships and submarine chasers—and to supply the shipway towers for the entire fifty shipways for the Hog Island Shipyard.

Immediately after the armistice, George W. Smith & Co. began looking for something, the making of which would keep this big plant, with all its equipment of modern facilities for production on a large scale, going when the ship contract was finished. It was anticipated that a return to the manufacture of interior woodwork, even if coupled with a

return also to the making of high-grade furniture, would not provide sufficient work.

Eventually the idea of a laminated wooden disk wheel for automobiles and motor trucks was hit upon. The steel disk wheel was just then becoming the vogue. It seemed a pretty good bet that the disk wheel would become a popular and permanent feature in the automobile industry. There was a fairly general opinion that this form of wheel adds to the gracefulness and smartness of the appearance of a car.

TO KEEP FACTORY BUSY

After much experimenting a form of wooden disk wheel, made like an airplane propeller, and of the same woods, and laminated as in the case of the propellers so that the grain of each of the five layers runs in a different direction, was adopted and given the trade-mark name "Woodisk." It is advertised as the "Smith Woodisk."

It was found that the weight of a Smith Woodisk wheel is not greater than that of a wooden spoke wheel of the same diameter. But it is claimed for the Woodisk that it is four times stronger than the wooden spoke wheel in resistance to side stress, one of the dangers in skidding. Besides there are plenty of other good advertising points. With their descriptive booklet, the manufacturers are supplying small cubes, in size one and a half inches, samples of the Woodisk construction. These show the lamination of the five layers and how they run, which, of course, cannot be seen in the wheel itself.

The part of the big war plant which could be devoted to the manufacture of the Smith Woodisk wheels could, it is fig-

ured, give an annual production of 2,500,000 Woodisks. A bold effort is to be made to keep as large a part of the shops going as possible; but full capacity is not, of course, expected—at any rate not for some time after a start is made.

At present the Woodisk advertising is being limited to the automobile trade journals. Meanwhile distribution is being secured among dealers, and is said to be coming in very readily. Automobile manufacturers are at the same time being approached directly with the view to their adopting the wheel as at least an alternative equipment for their machines.

National advertising to the consumer will follow, and a long list of periodicals will be used.

The trade advertising makes a strong feature of the past work done by George W. Smith & Co. and the recognized artistic craftsmanship of it, and also of the shipbuilding work done for the Government.

The illustrations show the wheel and the enormous plant which it is hoped the Woodisk wheel will help to keep busy. The consumer copy will emphasize the smartness of the Woodisk and its smooth running.

What makes the idea still more interesting is the decision of this big firm, which had never advertised, that it was better to spend a large sum to keep the factory going than lose a large sum by having the works idle.

From the Commanding General

HEADQUARTERS 2ND CORPS AREA
GOVERNORS ISLAND, NEW YORK CITY

May 19, 1921.

Editor of PRINTERS' INK:

I appreciate very much the list of employees' magazines which we received from you to-day, and I also appreciate and have told the Commanding General about the excellent assistance that you have rendered whenever I called upon you, and the Commanding General directs me to assure you that he deeply appreciates it.

For the Commanding General:

C. S. COULTER,
Captain, 18th Infantry,
Assistant Adjutant.

The "Printers' Ink" Unit Helps Sweet-Orr

SWEET-ORR & Co., INC.

NEW YORK, N. Y., May 20, 1921.

Editor of PRINTERS' INK:

You may be interested in knowing why I renewed my subscription to PRINTERS' INK and *Printers' Ink Monthly* for another year.

These publications have proved of great interest and benefit not only to myself but to other executives in this organization. The ideas and plans of other concerns have given us leads for adopting different sales and advertising schemes. We read it every week—look forward to it.

I recall what our former advertising manager told our present one when the latter asked for advice upon taking the position.

"Just you subscribe to PRINTERS' INK and read it every week. You'll learn advertising as it is being practiced today."

You are at liberty to use this any way you wish, if it will be of assistance in acquainting others with the value of your publications.

R. A. CLARKE,
Vice-President and Sales Manager.

Irvin F. Paschall Heads Poor Richard Club

Irvin F. Paschall, advertising director of *The Farm Journal*, was elected president of the Poor Richard Club, Philadelphia, at the annual election held last week. P. C. Staples, vice-president of the Bell Telephone Company of Pennsylvania, was elected first vice-president.

The other officers elected at this meeting are Vice-presidents, Karl Bloomingdale, of the Bloomingdale-Weiler Advertising Agency; Cyrus H. K. Curtis, president of the Curtis Publishing Company; Rowe Stewart, business manager of the *Philadelphia Record*; and C. A. Stinson, president of Gatchel & Manning, photo-engravers; treasurer, J. M. Fogelsanger; secretary, William H. Martin, of The Holmes Press; directors, E. S. Edmondson, advertising manager of *The North American*; J. A. Lutz, advertising director of the W. B. Saunders Company, and John H. Sinberg, realtor.

With James Agency

Miss Elizabeth Deery, for ten years in charge of the contract and forwarding department of the J. Walter Thompson Co., and more recently with John M. Branham Co., has joined the James Advertising Agency, Inc., New York.

D. B. Jacobs Joins Detroit Paper Company

D. B. Jacobs, formerly sales manager of the Ray Battery Company, Ypsilanti, Mich., has been appointed sales promotion manager of the Seaman-Parick Paper Co., Detroit.

Why not use the fan-fold?

THE accordion, or fan-fold, of 8 pages or more can be made only on a "Cleveland" folder. The fan-fold enables the advertising man to gain copy and art display that are unobtainable from the booklet form.

Also, the accordion-fold has another big, outstanding advantage. It can be quickly and accurately unfolded and refolded.

Ask your printer to show you the many economical and artistic advantages of "Cleveland" folds — samples of which you can obtain from him or direct from us.

The "Cleveland" (besides making so-called standard folds) makes 146 additional folds that no other combination of folding machines can make.



THE CLEVELAND FOLDING MACHINE CO.

GENERAL OFFICES AND FACTORY: CLEVELAND

Teaching the Dealer the Meaning of Marketing

Charts Help Avery Company Explain Meaning of Facts and Figures It Presents

MANY manufacturers regularly go to much trouble and no little expense to help their dealers with advertising and selling problems. However, the average dealer's problems are larger than those relating merely to those of advertising and selling. He has not only to get customers, but to serve them properly and to maintain profitable relations with them afterward. In a word, these duties may be summed up under the general head of marketing.

Marketing in all its various phases and broadest aspects is a subject which has been studied by the Avery Company, of Peoria, Ill., manufacturer of motor farming, threshing and road-building machinery, from the standpoint of the dealer so that it may be of help to him in every question likely to arise in the course of the dealer's transactions. Its conclusions the company has collected into a volume called "The Avery Dealers' Marketing Manual." This manual consists of a substantially bound book comprising eighty-eight pages printed in two colors on coated stock, bound together with about seventy additional pages filled with suggestions for dealer advertising.

The Avery Manual takes up in turn the four big elements of dealer success—advertising, selling, service and accounting. On each of these subjects the Avery book endeavors to sell the dealer thoroughly. For instance, there are no less than fifty-seven pages devoted to advertising alone.

For three years the company has sent out among its dealers a questionnaire relating to advertising. The questions asked were as follows:

How much money did you spend for advertising Avery machinery?

What forms of Avery advertising aids did you use—newspapers, moving pictures, mailing lists,

souvenirs, signs, demonstrations, etc.?

What direct results did you get from your Avery advertising?

What was your total amount of sales on Avery machinery?

On the reverse side of the sheet each dealer was invited to write any remarks he cared to make.

EVIDENCE FOR ADVERTISING REPEATS EACH YEAR

The first questionnaire was sent out at the close of the 1918 season. Ninety-one replies were received. Of these, eighty-one advertising dealers reported that their total sales for the year amounted to \$848,510, making their average sales \$10,475. The ten dealers who reported that they did no advertising at all sold \$8,000 worth of goods, making the average \$800 each.

The information thus received was so startling that the Avery Company decided to make this questionnaire an annual affair. In 1919, 304 replies were received. Of these, 268 dealers who had advertised during the year reported that their total sales amounted to \$1,822,112, the average sales being \$6,800. The thirty-six dealers who had failed to advertise showed a total sales volume of only \$7,500, the average sales being \$200 each.

The evidence, therefore, was that local advertising had helped Avery dealers sell more than thirty times as much as non-advertising dealers.

In 1920 the advertising questionnaire brought 282 replies. Of these, 244 advertising dealers reported a total volume of \$1,324,869, the average being \$5,429. The thirty-eight dealers who did no advertising reported a total sales of \$32,227, making the average sales \$848.

The results thus obtained have
(Continued on page 117)



—always say
"P. & A."

WHEN it comes to Quality and Service—"P & A" work as if they were an integral part of the many organizations they serve.

"P & A" take as much pride as do their customers in the kind of electrotypes, stereotypes and mats they make. Only one quality comes out of the "P & A" plant—the *best* that good material and good workmanship can produce.

"P & A" Service is evidenced in the co-operation they give to customers—in the pressure they are capable of applying to avoid missing insertion dates.

Write today for the "P & A" story.

Partridge & Anderson Company

Electrotypes • Mats • Stereotypes

714 Federal Street • Chicago

To the National Advertiser
with an eye on the
Jewish Market
The Jewish Daily
FORWARD
America's Largest Jewish Daily

offers a comprehensive and far-reaching service, that will secure not only adequate distribution of his products but valuable dealers cooperation.

Years of intensive merchandising service has brought us into direct and constant contact with thousands of Jewish merchants, and has created a relationship which we are able to capitalize in the interest of our advertisers.

Close to 200,000 Circulation

Read by every class of Jew in greater number than any contemporary daily.

FORWARD

Eastern Edition Published in New York, 175 East Broadway

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Expanding Our Service
in the

Jewish Market

The Jewish Daily

פאָרװאַרד טרייבן

America's Largest Jewish Daily

announces the expansion of its merchandising service in the following cities outside of New York: Boston, Baltimore, Newark, Philadelphia, Pittsburg.

A complete list of the Jewish grocers in these cities have recently been compiled by our Service Department and are now available to the advertisers interested in that territory.

The Forward Trade Bulletin, issued by the Forward Merchandising department, covering trade news of interest to the Jewish grocer, now in preparation.

FORWARD

Western Edition Published in Chicago, 1128 Blue Island Ave.

The Answer in Rochester

178,584 Lines

That's the excess of local display advertising in the Times-Union (6 days a week) over the Democrat & Chronicle (7 days a week) for the last four months.

Which paper do you think the merchants prefer?

23,858 Copies

That's the excess of daily city circulation of the Times-Union over the Democrat & Chronicle given by the last A.B.C. Audit.

Which paper do you think the people prefer?

Write Our Service Department for
Merchandising Information

Rochester Times-Union

First in Its Field

Circulation (A. B. C.) 64,018

J. P. McKINNEY & SON, Representatives

334 Fifth Ave., New York—122 S. Mich. Ave., Chicago

been incorporated into graphic charts, in which one circle representing the advertising dealers is balanced against an infinitely smaller circle representing the non-advertising dealers. These charts are not only printed on separate sheets which can be freely distributed, but are printed in the annual manual in the front part of the book, where all readers are bound to see them.

The chart idea is also used in the section of the manual devoted to selling suggestions. This chart consists of divisions as follows: First, the prospect's needs; second, the machine, its design, and its various parts; third, the tests; fourth, the selling plan; fifth, the company, its age, size, experience and responsibility.

Under the head of service, another chart itemizes the equipment that the dealer ought to have and instructions that should be given to customers.

Under accounting, a complete system of books and records is given so as to enable the dealer to departmentize his business.

The lists of helps and conveniences which the Avery Company supplies to its dealers, either free or at nominal cost, is voluminous. Here are some of them:

Advertising copy and electros; signs, window transfers and posters; fixtures for displaying free literature; moving picture films, trailers and lantern slides; instruction books and circulars for tractor demonstration, four different sets of mailing list literature; souvenirs for free distribution, such as watch fobs, memorandum books, toy tractors, stick pins and coin cards; card index file cabinets for prospects and records; printed letterheads, envelopes, bank checks and calendars; cuts made from local photographs; two publications—the "Avery Dealers' Bulletin" and the "Avery Agent"; transfers to go on service cars; instruction booklets and folders to go with tractors, motor cultivators, threshers and motor trucks; information on accounting systems, plans for new buildings and office equipment;

besides catalogues, price lists and repair parts lists.

In fact, there is no phase of the dealer's business for which the company is not ready to supply him, either with the necessary equipment or information. The Avery example shows that there is almost no limit to which it may not be carried.

New Accounts of Wood, Putnam & Wood

Accounts recently obtained by the Wood, Putnam & Wood Co., Boston, include the Henry G. Sears Company, Holyoke, Mass., "Square Seal" brand food products to be advertised in newspapers and general mediums; International Sugar Corporation of Cuba, newspapers and general mediums, to advance the interests of "Sugar Bowl" brand food products; No Bristle Brush Company, Boston, national mediums and newspapers for rubber brushes; Brown Wales Company, "Selaw" building products in trade papers and newspapers; Co-operative Grocery Stores Company, good-will newspaper advertising, and the Gas Utilities Corporation, Philadelphia, trade papers and newspapers, to advertise heating appliances.

New Motor Truck Being Placed on Market

The Lease Motors Co., Inc., Long Island City, N. Y., manufacturer of motor trucks, has recently placed a new one and one-half ton motor truck on the market. Robert M. Lease, president of the company, tells *PRINTERS' INK* that plans for an advertising campaign for this new motor truck have not yet been completed.

Good Reading for the Home

THE LEHON COMPANY

CHICAGO, May 14, 1921.

Editor of *PRINTERS' INK*:

Starting with the May 19 issue of *PRINTERS' INK*, please send both weekly and monthly copies to my home address. If you continue to send it to the office I'll never get my work done. Thanks.

THE LEHON COMPANY,

William D. Sawler.

Join The Print Shop

M. R. Pellissier, formerly with Wynkoop-Hallenbeck-Crawford Company and De Vinne Press, New York, has become sales manager of The Print Shop, Inc., New York. Arthur C. McNally, formerly with Livermore & Knight Company, Providence, R. I., and W. J. Bray, formerly a manager of the Franklin Service Corporation, have joined the sales staff of The Print Shop.

Another Merchandising Heresy for Advertising to Fight

Jobbers, Yielding to Temptation of Retailers to Sacrifice Quality for Price, Get Solemn Warning from Manufacturer

By G. A. Nichols

ARE jobbers and retailers falling into evil ways? Are they permitting themselves to be influenced by price considerations to an extent that is causing them to sacrifice quality in merchandise? In the effort to appease the popular demand for lower prices are they going off after strange and false gods in the way of things to sell and showing a tendency to break faith with the standard goods?

These questions, the answers to which are of the utmost moment to the manufacturer, suggest something that actually is going on to-day and that is more serious than one would think until he goes into things thoroughly. The situation calls for some strong advertising measures to prevent the further growth of a new heresy that has come out of the struggle for business during the last few months.

A Chicago business man who is not above shopping around a bit to save a few dollars on the things he wears, noticed one evening a newspaper advertisement featuring some silk socks at what, for these times, was an extraordinarily low price. If some stores had offered a similar value he would have regarded the merchandise as trash and paid no attention to it. But the store making the offer has long enjoyed the reputation of being high class.

The man asked his wife to get him a box of the hose when she was downtown next day. She did. They looked well enough, although somewhat thin, and the man thought he had a bargain—until he wore them. They wore out in practically no time—"the poorest hose I ever wore," he declared.

This is no isolated case, as the

writer found after taking stock of his own experiences and consulting a number of personal and business friends.

Standard merchandise has not deteriorated in quality. It has an advertised reputation to protect and an established character to live up to. It is the kind of merchandise, too, that did little or no skyrocketing during the times of inflation and hence has experienced no sensational price drops since that time.

STRONG TEMPTATION NOW TO CUT QUALITY

But there has sprung up an overnight crop of cheap merchandise—cheap in quality and low, although expensive, in price. Trash is expensive at any price.

Strong, level-headed jobbers and retailers have yielded to temptation to a certain extent and have polluted their stocks with these shoddy goods in order that they might make a sensational price appeal.

This thing has been going on with variations ever since last December, when of one accord dealers started in an after-Christmas scramble to break the buyers' strike. The standard goods have done their share of the declining, of course. Raw materials are lower and labor costs to some extent are decreasing. That is, standard goods have dropped in price as far as the maker is concerned. The jobber has made his prices accordingly. But the retailer has held out. Generally speaking, he is charging more than he should for the better class of merchandise and is basing his price appeal upon the trashy goods that have little value.

The jobber, from the very nature of things, is bound to reflect

"Giant—Extraordinary in size or power."
—*Webster's Dictionary.*

And so we aptly named our
Enlargements of
Magazine Advertisements
GIANT ADS

Webster's definition could very well be revised better to fit the case, by changing "or" to "and," because Giant Ads are extraordinary *both* in size *and* power.

Your magazine advertisement creates the desire to buy. This takes place in the prospect's home, on the street car or railway train. The prospect has other things on his mind, and he forgets his "desire to buy" until he is reminded somehow, and then the question is, where to buy the goods?

Imagine the selling value of a poster-size enlargement of the very same advertisement, attracting the attention of this prospect—recalling his interest in the original magazine advertisement and of his previous decision "to buy" and virtually beckoning to him at the store-front or from across the street to "come in and buy—here."

In all this sales work by the printed word, timeliness is a very important factor—that is to say, have your Giant Advertisement printed well in advance, so that your dealers may get them posted in their windows on the very day the magazine itself is received by the subscriber or is on sale at newsstands.

The Giant Ad offers you, at comparatively small additional cost, an opportunity to "cash in" on the heavy investment for drawings, plates and space involved in your magazine advertisements.

The Giant Ad is the "hook" which pulls the prospective customer—convinced by your advertisements in the magazines—into the store where your product is on sale.

Send for samples of Giant Ads in one or more colors, together with our new rate card.

NATIONAL PROCESS CO., Inc.
117-119 East 24th Street
New York City

Telephones: Madison Square 9676—9677—10255—9124

N.B.: Broad-sides, Posters and Wall Hangers are also produced by us—economically and speedily.

in his policies to a lesser or greater extent this mistaken retail idea. The jobber makes his money through distributing goods that the retailer wants. If the retailer demands goods that he can sell at a price that is remarkably low as compared with other prices and that still yield him a satisfactory profit the jobber is going to meet the demand. It means bread and butter to him to do so. The big point of the whole thing is that the retailer—and consequently, to an extent, the jobber—is trying to shout price to his customers and at the same time sacrifice none of his profits. If he can offer cheap merchandise and thus convey to his store the atmosphere of price without it costing him anything on the spot he thinks he is accomplishing something worth while.

In ordinary times this kind of tactics would not go at all. But people have been paying big prices so long that they are going to give attention to almost any kind of price appeal—particularly when it is made by a high-class establishment as in the case of the man who bought the silk socks.

The person who is going to suffer the most if this kind of business is not stopped is the jobber. The manufacturer naturally is going to keep up the quality on his branded goods. If he should do otherwise to gain the temporary fleeting advantages of price appeal he would be literally tossing out of the window the advertising asset he had built up during a period of years. The jobber, on the other hand, is going to wreck his reputation in certain lines just as inevitably and the reaction is going to be expensive for the manufacturer who distributes through the jobber. It will be a bad thing all around.

WORK-SHIRT MANUFACTURER WARNS JOBBERS

Take work shirts, for example—an article that is distributed almost exclusively through the jobber.

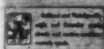
The demand for a less expensive work shirt is betraying some jobbers into a reversal of policy

as to quality that not only will tear down the cumulative benefit of past performances, but will put a taint on that part of jobbing that cannot be eradicated for a long time to come.

The Reliance Manufacturing Company, of Chicago and New York, a leading manufacturer of work shirts, has regarded the situation as serious enough to take large advertising space to warn the jobber in sound terms of the danger into which he is rushing.

The work-shirt business is something that the jobber had a hard time breaking into. Twenty years ago the market was flooded with cheap work shirts. And by "cheap," it perhaps ought to be explained a second time, the reference here is to goods of poor quality rather than of low price. The jobber by common consent was looked upon as the source of supply for this class of shirts. The manufacturer did not like to sell them direct because he did not want to detract from the reputation of his main advertised line. So the retailer turned to the jobber for the cheap shirts, which he used for the lower priced trade and for bargain sale purposes. The jobber, of course, had no difficulty in getting his orders filled by the manufacturer. Under this system practically no quality work shirts were sold by the jobber, but were distributed direct by the manufacturer.

Leading jobbers fought against this condition because it deprived them of an exceedingly profitable line of business. They saw that in order to become distributors for the better grade of shirt they had to build up a reputation in that line just about the same as does a manufacturer. The result was that the cheap work shirt practically was driven off the market. The jobbers by common consent, although not by written or spoken agreement, united to this end. The result has been that the jobber has gained an increasing valuable reputation as a distributor of quality work shirts. In fact, he has been enabled to cash in on the advertising value of what the manufacturer has accomplished.



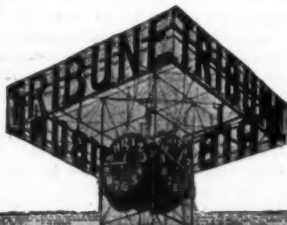
Oakland Tribune

HOME EDITION

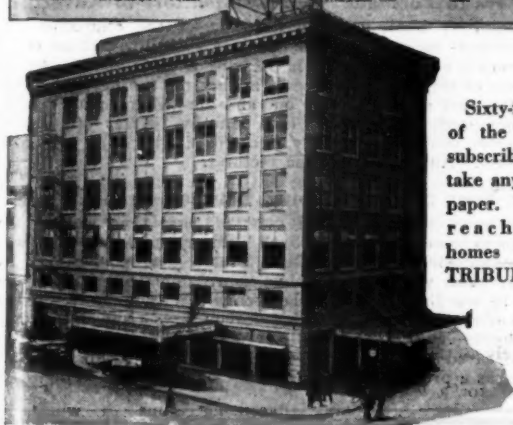
Oakland, California

National advertisers who use San Francisco papers, expecting to cover Oakland and the East Bay Cities with a population of over 350,000, are following a faulty advertising plan.

Proof of this is shown by the fact that the big San Francisco department and specialty stores that use the San Francisco papers to reach the residents of San Francisco, acknowledge the supremacy and need of the *Oakland Tribune* by using its columns regularly with same advertisements to reach Oakland and the East Bay homes.



Over 80% of the Oakland Tribune circulation is found in this responsive field.



Sixty-five per cent of the TRIBUNE'S subscribers do not take any other newspaper. You cannot reach Oakland homes without the TRIBUNE.

You'll Want to Read PRINTERS' INK MONTHLY for June because—

"Why Our Business is Good Now"

During the month of March, this year, the Fuller Brush Company did the greatest month's business it had ever known. In one week in April sales showed an increase of 179 per cent over the corresponding week last year. Alfred C. Fuller, president of the company, tells why his business is good now in an article that is short, to the point and bristling with facts. He also tells how his company handles a sales force of 2,100 and branch offices and local sales managers in 110 cities. One reason for good business is an increase of 100 per cent in advertising appropriations. There are many others—and they offer some mighty good suggestions to the executive who is out after the business he knows he really should have.

"Trade-Marking 'Difficult' Merchandise"

What is a manufacturer going to do when dealers are killing his trade-mark? How is he going to trade-mark his product so that the consumer will be made to see the brand? Roy Johnson tells how companies manufacturing shovels, shingles, wire fence, lubricating oil, rope and cheese are carrying their trade-marks right through to the consumer—how they are making substitution impossible. An article full of interest to the manufacturer who believes in his trade-mark. Illustrated with a number of pictures that show just how to trade-mark difficult merchandise.

"When It Pays to Persuade Your Competitors to Advertise"

An industry where over 90 per cent of the companies are advertisers—an industry that has succeeded only because every competitor advertised—that is the baby chick industry. At the bottom of this success are some mighty interesting advertising maxims that have been dug out and applied to broader fields of merchandising by John Allen Murphy. After you've read this story you'll see that baby chicks have a lot to do with your business. And you'll like the pictures.

"What Are Your Salesmen Doing Between Trains?"

How many salesmen spend most of their time waiting for trains in some small town? Jack Tolliver was one of those who did—and while he got to be a pretty good pool player his commissions weren't buying him many automobiles. Then one day he saw the light. Now he spends that time between trains in making more sales by giving dealers service and finding new prospects—right in the small towns. How he and other salesmen solved their knotty problem is told by Frank L. Scott, who has a pretty intimate knowledge of salesmen. Most execu-

tives will find in this story some suggestions as to how they can help their salesmen who are making only the two-train towns.

"How Advertisers Are Developing the Possibilities of the Newspapers"

Remember what used to pass for advertising in the newspapers? Filled in cuts, sloppy typography and atrocious art—not very good sales messages, were they? How about some of the advertisements to-day? Look at those of Fatima, Yuban, Holt, Exide and Hudson, for instance. They are clean cut, effective sales messages. What has brought about this improvement is the theme of an interesting story illustrated by some examples of the best advertising clipped from current newspapers. If you are advertising in the newspapers you'll want to read this story. If you are going to advertise in the newspapers you'll have to read it.

"What Has Happened to Industrial Co-operative Plans?"

During the present business slump, when stocks are way below normal, business men have been wondering how the employee-stockholder feels about it. Roy Dickinson has investigated the profit-sharing schemes of some of America's largest manufacturers and tells the results of his investigations. One company that wrote off a large loss last year has more applications for stock from employees than ever before. Another company that boasts of two directors who are workmen elected right out of the factory says that the employees are stronger for the plan than ever. Read what Eastman, Procter and Gamble, Larkin, Sears-Roebuck and Studebaker have to say about employee-stockholding plans.

"How Contests Personalize One Sales Force"

A trip around the world that doesn't take the salesman outside of the United States—that is the basis of the unique and really novel sales contest originated by O. W. Bartlett, of the American Slicing Machine Company. He has told Lyman Anson how this plan was first conceived in a Pullman late one afternoon, how it grew and how it has been put over. The salesmen like it and are enthusiastic about it as they have never been enthusiastic before. And the company likes it—it is keeping sales up where they ought to be and a little better. Whether you employ one salesman or two thousand, you are going to get a lot of pleasure and more than a little information from this story, which is illustrated with some pictures that show just how the contest is conducted.

Only seven out of the twenty-three up-to-the-minute, informative business articles in the June issue of PRINTERS' INK MONTHLY. They are going to be read by the leading business and advertising executives who believe that they can learn something by knowing what the other fellow is doing.

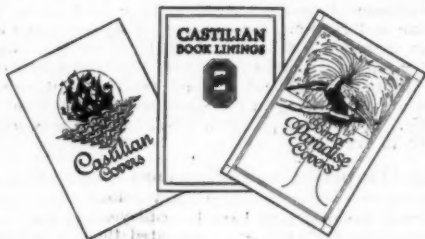
PRINTERS' INK MONTHLY

25 cents a Copy—\$2.00 a year

185 Madison Avenue

New York

The first impression your booklet creates



—is it favorable?

LOOK to the cover for the answer. Place a Collins ULTRAFINE covered booklet in a man's hands and you have placed your proposition before him in a way that commands his attention and wins his respect.

Let us send you the sample books shown above. They contain actual samples of our "Castilian" Covers, "Castilian" Book Linings (with the look and feel of fine Spanish leather) and "Bird of Paradise" Covers (rich oriental colors, blended and toned into beautiful effects).

Every sales manager, advertising man and printer should see for himself how a distinctive Collins ULTRAFINE Cover gains that *first favorable impression* upon which the success of a booklet depends.

*Write at once for copies
of these booklets*

A. M. COLLINS MFG. CO.
PHILADELPHIA, U. S. A.

Makers of "Ultrafine" Coated Cardboards and Cover Papers

TRADE  MARK

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Ringling the Changes on the Word "Knowingly"

Opponents of the PRINTERS' INK Statute Falling Back upon a New
Qualifying Phrase

IF we may judge from instances occurring in localities as widely separated as Texas and Pennsylvania, the protagonists of the word "knowingly" as an indispensable part of the PRINTERS' INK Model Statute have fallen back upon a position somewhat in the rear. It would appear that they are now advocating the inclusion of some such phrase as "which is known, or which, by the exercise of reasonable care should be known to be untrue," etc. Apparently also they are persuading the local advertising clubs to consent to the introduction of the phrase as the price of withdrawing opposition to the passage of the law. The phrase may be quite as innocuous as it looks, but for ourselves we are inclined to resort to the ancient proverb, *Timeo Danaos et dona ferentes*. Which being roughly Englished to suit the occasion would read, "We distrust a wolf the more because he makes up like a sheep."

We are unable to follow the mental processes of those who insist upon the right to remain ignorant of the facts which pertain to their own merchandise, and we are therefore unable to discover exactly what blessed immunity is expected to be gained from the inclusion of this phrase in the law. It seems evident, however, that the words "reasonable care" will stand a good deal of interpreting, and the question as to whether or not a given fact *should* have been known is purely a matter of opinion. You can prove conclusively that a statement of fact is untrue and leave no room for argument: but can you ever prove that "by the exercise of reasonable care it should have been known" to be untrue? That seems rather like proving that if John Jones hadn't taken that last drink he wouldn't have beaten his wife.

The practical effects of the inclusion of this phrase in the law would seem to be to becloud the issue, to protract argument, and to afford splendid opportunities for the citation of errors, thus wasting the time of the higher courts with appeals and wearing out the patience of the prosecution. We believe that the advertising clubs in States where the law is now pending should be on their guard against all specious proposals of this character.

Harry D. Nims, who drafted the PRINTERS' INK Statute in its original form, was asked for an opinion on the subject. His letter follows:

Editor of PRINTERS' INK:

The phrase "which is known or which by exercise of reasonable care should be known to be untrue" is of course better than the word "knowingly," and I can understand how the average business man is fearful of a statute which makes him liable for false statements made in his advertising.

Nevertheless, the fact to which we gave such serious consideration when the Act was drawn still remains, namely: that the person or concern that makes representations to the public in an advertisement regarding his own wares is in a better position than anyone else to know the quality and merits or demerits of the goods he advertises. Furthermore, the person who receives the most benefit from the statements made in the advertisement is presumably the advertiser himself and this places upon him a corresponding obligation and duty toward the public to do all in his power to see that these benefits are honestly and fairly obtained, and that all reasonable precautions are taken by him to avoid the purchase of his merchandise under any misapprehension or mistake as to its quality or character.

It is easy to take one's pen in hand and draw a statute of this character. It is a very different thing to produce evidence which will procure a conviction under it, even though the defendant be obviously guilty of the acts condemned in the statute. Intent and knowledge exist only in the brain of the person concerned, and the existence of intent, of knowledge is often difficult and sometimes impossible to prove.

It is of course obvious that men ordinarily should not be punished for acts which they commit unintentionally; but

the unfairness of a conviction or punishment of an individual for an act which he did not intend must always be considered in connection with the extent of the injury to which his carelessness may impose upon others.

An advertiser of a food product may, through carelessness and laziness, make false statements regarding his products, which may lead to its use in injurious ways by the public. In one sense it is unfair to penalize him for his carelessness. He may truthfully say that he did not intend to injure any one, yet public safety and public policy demand that, like the sentry on duty in the army, he keep awake, and there is no excuse if he fails.

HARRY D. NIMS.

In short, it is true to-day, as it was ten years ago, that the man who pleads ignorance of false statements regarding his own business has about as much justification as the possessor of burglar tools who claims that they are used only for weeding his cucumber patch.—[Ed. PRINTERS' INK.]

"Printers' Ink" Value in German Marks

BERLIN, April 29, 1921.

Editor of PRINTERS' INK:

I received your favor of April 6 with subscription invoice. You receive \$5 through The Overseas Corporation, Ltd., Seattle, so that you may be able to continue sending the journal without interruption.

It may interest you that at the present rate of exchange I am paying \$78.50 for this year's subscription.

I also desire very much to subscribe to *Printers' Ink Monthly*. Owing to the excessive rate of exchange I am, however, not in position to do so at present.

Would it not be possible that I send you an interesting German publication in exchange?

RICHARD NEUHAUSER.

Tax on Magazines Entering Canada Abandoned

According to the National Publishers Association the new budget that has just been introduced in the Canadian Parliament contains no mention of any duty to be levied on United States periodicals entering Canada. Such a tax was recently proposed as a means of producing additional revenue.

M. Abbott Kimball with Curtis Publishing Co.

M. Abbott Kimball, formerly advertising manager of the foreign editions of the *Nast* publications, has joined the advertising department of the Curtis Publishing Company, at New York.

Women Like the "Cash," but Not the "Carry"

CANTON, O., MAY 9, 1921.

Editor of PRINTERS' INK:

The article "Give the Consumer an Encouraging Pat" in your issue of May 5 overlooks the real reason why women dislike the "carry" of the "cash and carry" store. They like the "cash." I believe women to-day carry charge accounts with groceries in diminishing numbers, and they dislike the "carry" feature, not generally because of false pride, but because of the physical impossibility of the thing.

Would you like to carry the following order which I gave my grocer this morning very far, Mr. Editor? One twenty-five-pound sack of flour, 1 pound of baking powder, 1 pound of coffee, 1 pound of powdered sugar, 2 pounds of rice, and 2 pounds of lard.

That list does not include any meat, fruit or vegetables, you will note.

To carry home all her purchases means that the housewife must market a little very frequently, whereas intelligent housekeepers need only market two or three times a week, provided, of course, they can buy enough to tide them over longer periods. The "carry" plan is too expensive in time. Even where telephone orders are not placed a woman must use delivery service, unless she be a lady pack mule. Marketing in person does not eliminate the necessity for delivery service. The spirit is willing, but the flesh is weak.

EVERETT SHAW CONOVER.
(MRS. W. D. CONOVER.)

DeLaney with West Hair Curler Co.

Robert DeLaney has resigned as general and sales manager of the Sunbeam Chemical Company, manufacturer of Rit, to become manager of sales of the West Electric Hair Curler Co., Philadelphia. He is located at the company's New York office.

The advertising of the West Hair Curler Co. is now in charge of the Brown Advertising Agency, New York.

Wisconsin Aluminum Company Starts Campaign

The Lysse Aluminum Company, of Keweenaw, Wis., has started an advertising campaign in business papers to be followed later by advertising in a list of general publications. The account has just been secured by the Lewis H. Mertz Advertising Agency, of Chicago.

Indianapolis Agency Has Four New Accounts

The Emerson B. Knight, Inc., advertising agency of Indianapolis, has taken on the accounts of the American High Speed Chain Co., the Nichols Candy Co., the Puritan Bed Springs Co. and the Inland Automobile Co., all of Indianapolis.

A predominant trait in American character

is the urge to learn better methods. In no class is this more marked than in Priscillas,* as witness the fact that 600,000 of them prefer a small paper, devoted almost exclusively to the betterment of the home, to the far more bulky publications for "just women" readers.

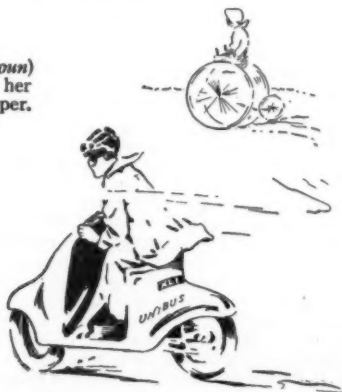
Modern Priscilla

B O S T O N

501 Fifth Ave.
NEW YORK

Peoples Gas Bldg.
CHICAGO

***PRISCILLA** (*fem. noun*)
one who delights in her home, good housekeeper.



Why Be Content with Mediocrity in Advertising and Sales?

Not Enough Real Fighters in Business To-day, Grant Motor Manager Thinks

By George Hubbs

Vice-President and General Manager, Grant Motor Corporation

JUST why it is that sales managers do not coach men who canvass for the house, who are selling the house's goods, to leave as their ability will permit them to leave, an indelible impression upon the department head solicited with reference to the value of the house they are representing, I do not know. But there are some advertising men who call on me, and some men who have other things to sell, who might just as well come in and say, "Mr. Hubbs, do you need any tires to-day?" "No, not any to-day. Good day." "Mr. Hubbs, do you want to buy any white space to-day?" "No, not any to-day. Good day." You might think that a school of salesmanship is a thing of the past, but you would not think so if you were buying instead of selling. There are too many men who are on people's payrolls, on the payrolls of manufacturers and publishers, who are perfectly content to be mediocre, perfectly content to get a living out of what they are doing.

There are too many concerns which are perfectly content if they can sell enough white space or sell enough tires or sell enough starters or sell enough magnetos to show a profit on their books, whether their reputation shows a profit or not. And I am saying to you that unless a concern's reputation grows at least as much as its bank account grows, that concern is not a permanently successful concern; and I am saying to you that the salesman who merely supports himself and does not make himself so conspicuously good on his job that his services are in demand, that salesman

is a salesman either without vision or without proper coaching.

You know, I think there are only two excuses for mediocrity. One is that a man lacks fundamental mental equipment, which no man will admit.

I said to our factory manager the other day that there were two men we would not have in our plant for inspectors; two *kinds* of men whom we would not have for inspectors; one was a blind man and the other was a man who did not care, because a man who does not care is just about as good as a blind man when it comes to inspection.

My father used to say the trouble with young men is that they want to sow to-day and reap to-morrow. If they cannot reap to-morrow, why, then, there is no chance for a crop. We are men of very, very short vision; we are men of very, very little patience. Unless we tackle this matter of personal efficiency on a good deal bigger scale than we ordinarily do, we are going to stay mediocre, because our growth is not going to be a bit bigger than our vision. It never can be any bigger than our vision.

PLENTY OF ROOM FOR INITIATIVE

Henry M. Stanley, in his biography, tells of the boys who were his fellow inmates in the workhouse where he spent his youth. The fat-waisted majority were six times more numerous than the boys with energy and initiative. This proportion of one to six is very common in the world. He continued: "It fits the writer's experience among the military companions with whom I have campaigned among the blacks and whites in African expeditions, in

(Continued on page 133)

From an address before the Advertising Council of the Chicago Association of Commerce.

The Best Paper the
New Orleans States
ever published
was the Sunday Issue of
MAY 15, 1921

More than 50,000 in the city of New Orleans alone. And the issues of the following Sundays will be as large, larger, in fact, if the press capacity permits. And they will be just as good newspapers; the standard of excellence will grow higher.

The States has leased wires giving daily and Sunday news service from

Associated Press,
International News Service, and the
Universal News Service.

In addition on Sunday the United Press.

All the Hearst and N. E. A. features, besides many others.

Now reorganizing the circulation department to care for this increase, and doing the most active promotion work of any Southern newspaper.

Contracts made now will pay a profit from the increased circulation, as the old rates are still in effect.

Represented in the East by
THE S. C. BECKWITH SPECIAL AGENCY
World Building, New York

In the West by
JOHN M. BRANHAM COMPANY
Mallers Building, Chicago

New Orleans States

Best Paper in New Orleans

J. L. EWING, *Advertising Director*

HERE



The Business Paper
of the Industry

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IT IS!

The leading trade paper
of the automobile in-
dustry.

Leads in—

- Character of editorial contents
- Helpfulness to readers
- Power, prestige and influence
- Amount of trade circulation
- Nation-wide distribution
- Giving most for the money
- Volume of advertising per issue
- Creating trade prestige
- Obtaining sales distribution

Over 11,000 more paid trade circula-
tion than any other automobile journal.
Costs less per thousand trade circulation
than any other trade paper in this field.

Write for facts before planning
your campaign

AUTOMOBILE TRADE JOURNAL

Market and 49th Streets

Philadelphia, Pa.

THE MAGNET-LITE

"The Lamp with the Magnet Grip"



To Motoring Advertisers

The Magnet-Lite is a little "trouble light" carrying a 6 candle power bulb, protected by wire guard.

Base is an electro-magnet that sticks to any metal part of your car the instant the cord is plugged in.

Touch it to fenders, springs—anywhere and it says "put."

The greatest little night trouble light you ever saw. Price \$5.00.

Write the Magnet Light Company, 1509 South Michigan Ave. Chicago, Illinois.

Marketing a New Product

TO start, "advertisingly," from the beginning, with a new product is intensely interesting and satisfying. Every detail of the advertising and merchandising can then be developed in closely related units.

The design of a trade mark; a connecting, descriptive phrase with which to impress further the name of the product on the public mind, should be "right" at the beginning.

In such work and counsel this organization is rendering unusual service to many manufacturers, among which is The Magnet Light Company, maker and distributor of The Magnet-Lite—a new motoring convenience.

Have you a new product to market, or an old one looking for new outlets of distribution?

Let us exchange each other's time. Others have found it profitable.

McCUTCHEON-GERSON SERVICE

NEW YORK
19 West 44th Street

CHICAGO
64 West Randolph Street

LONDON
48 St. Martin's Lane

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I think sometimes we lose sight of the fact that while reputation is a matter of cumulative growth, and we know that is true, it is a matter for the years to develop the hard work and the hard thinking that we are busy on to-day. We sometimes forget that reputation is also an aggregate thing, and that the reason why some men have more business and more reputation and more name than other men have is because day after day they have added more than other men have added, and they are not men who have left it all to growth.

I said to a man the other day who is not doing very well, who is not putting himself on the map as he should: "Isn't it a great pity that you have got all that you need? Isn't it a great pity a man with your ability does not have to work and make a reputation for himself?" He tried to excuse himself by saying, of course, he didn't have very much, but I know the one thing that is keeping him back from being a regular He business man is the fact that he does not have to be one because he already has what the other man is striving for, except this: It is impossible for that man to fight for any pride in his achievements, it is impossible for him ever to say to any man that he is big because he made himself big, and if there is any man in the world I pity more than I pity any other man, it is the man who is content to be mediocre, for whatsoever

D. B. Kirk Makes Change in Detroit

D. B. Kirk, who has been with the Green, Fulton, Cunningham Company, Detroit, for the last two years, has joined the Evans-Ayers Company, a direct mail and sales promotion company of that city.

Printers of Seattle have organized a local division of the United Typothetae of America, with Wm. Guy Martin as secretary-manager. Sixty-six members were in attendance at the initial meeting.

Eleven Points That Trebled Sales

The Boot Company of England, representative in England of the Louis K. Liggett Company, went out this year to "Treble the Takings" during a certain period. J. T. Reynolds, manager of Shop No. 6, of Nottingham, summarizes the following eleven points which put his branch over the top:

1. Get the staff enthusiastic beforehand, it grows day by day.
2. Have the windows so arranged and the sale bills pasted on in such a manner that people are forced against their will to stop and look.
3. Don't forget to heap goods up in stacks on every available counter and table, with a bold show-card on each.
4. Always cross out the usual price on the sale cards.
5. Refuse to be discouraged if a wet day comes along; it gives you time to think out fresh ideas.
6. Specialize on those lines which prove to be winners after the first few days' experience. If the stock of these gets low, then use a few each day as bait.
7. Let the manager be the first to arrive in the morning and the last to leave at night. Example is better than precept. The same applies to all departmental managers.
8. Insist on the territorial general manager coming to see you periodically. He will give advice and help if things are going badly, and personally praise if business is good. It bucks one up.
9. Be frank and open with the staff; tell them each night what the takings are, and how things are going.
10. Never hesitate to placate a difficult or dissatisfied customer. If they say a vacuum flask was broken when unpacked at home, replace and claim. The customer is always right theoretically.
11. Don't worry, you cannot do more than your best.

Sears-Roebuck Sales for April

The April sales of Sears, Roebuck & Co. were \$16,375,290, against \$21,824,141 in March, a drop of \$5,448,851. In the first four months of this year their sales were \$66,902,259, against \$107,725,130 in the corresponding 1920 period, a decline of \$40,982,871, or 24.97 per cent.

Racine Agency Changes Hands

Harold Smith has resigned as president and treasurer of the Western Advertising Agency, Inc., of Racine, Wis., and has sold his interest to E. H. Wade-witz of the Western Printing & Lithographing Company of that city.

Branch Manager for Lyddon & Hanford Co.

Charles H. Kaletski, who has conducted an advertising service in Syracuse, now has charge of a Syracuse, N. Y., branch for the Lyddon & Hanford Co., of Rochester and New York City.

Inactive Farm Crops Need Advertising

Last Year's Onion Crop Hangs Fire; Why Not Advertise Onions?

By Frank F. George, Jr.

Bureau of Markets, United States Department of Agriculture

A FEW years ago the advertising of farm products was regarded by farmers as a frightful waste of money. People must eat, they said, so why spend money foolishly on a lot of pretty pictures?

But farmers nowadays are taking a different view of the matter. They have seen the cranberry season extended from two months to six and more, largely as a result of advertising. They have observed the cantaloupe growers of the Imperial Valley secure through advertising nation-wide distribution of a highly perishable fruit. They know that partly as a result of advertising Rocky Ford has become so well known for its melons that the name is now applied to the netted gem type of muskmelon everywhere. They have seen the citrus fruit growers of Florida and California, and the boxed apple growers of the Northwest secure, through advertising, not only nation-wide distribution of their products but world-wide distribution. Similar results have been obtained with raisins, walnuts and a number of other farm products.

Even when nation-wide advertising would not pay, farmers have seen sectional advertising employed at times to overcome glutted markets or other results of over-production or faulty distribution. Consumption of peaches in certain localities was thus stimulated in 1915, potatoes in 1918, dried beans in 1919.

And so, individual farmers—vegetable growers as well as fruit growers—are becoming more and more interested in advertising. Not only have they about reached the precise psychological state of receptivity for advertising, but because of large surpluses of practically all farm commodities they

are impelled to seek new methods of obtaining additional and increased outlets for their crops.

To be sure, the success achieved with the fruit crops named is the result of national advertising by carefully organized co-operative associations whose membership is made up of growers of specified commodities. These associations have standardized their products, they employ distinctive labelling and packing methods, and have made careful analyses of potential market demands and of a multitude of other things which every advertising man knows must be studied before an advertising campaign should be launched—topped by the advertising campaign itself.

A NEW ERA FOR FARMERS

But although co-operative marketing associations advertising a single product on a national basis, are in a more favorable position to increase demand and to obtain wide distribution for their commodities than is the individual producer, would it not be possible for individual growers of farm crops such as potatoes, onions, and other vegetables to advertise a given product co-operatively, irrespective of brand or geographic production centre so long as the product is of high quality? For instance, when there is a surplus of potatoes, let all potato growers everywhere in the United States, or as many of them as could be got together, put on a co-operative advertising campaign to increase the consumption of potatoes. Would it not be practicable?

Take a situation that prevails at the present time. According to reliable estimates onion holdings on March 25 totaled 2,500 cars. Shipments after April 1 in recent seasons have averaged 200 to 300



ABOUT NEW YORK

The Sales Manager or Space Buyer who is actively interested in the New York Market is invited to send for "The New York World's Buying Centers of Greater New York."

This eighty-four page book contains fifteen snapshots from the sky; twenty-one from terra-firma; seventy-five maps, and a dozen other graphs and charts.

For those interested only academically in the New York Market we are reserving a limited edition of one hundred copies which are available at twenty dollars per copy.

cars. A production of early onions of about 7,000 cars is forecast for Texas, California and Louisiana; the crop is two to four weeks earlier than usual, and shipments of new onions began to move around March 28. Unless the usual light movement of onions in April and May is increased, say Federal marketing officials, it is evident that there will be great unsold stocks of old onions. If the price to the grower is high enough to warrant shipments under present conditions, probably 5,000 cars of the new stocks will move. Otherwise, not only will there be a large surplus of old onions but a surplus of new stock as well.

The price of onions to the consumer is already sufficiently high, but the price in producing sections is only one-half cent a pound. To reduce the price to the consumer and to increase the price to the grower the Bureau of Markets of the U. S. Department of Agriculture suggests that retailers, the chain stores, and public markets throughout the country buy up some of the present surplus stocks and make onions a leader at a reasonable profit, so that farmers will be encouraged to grow onions another year and consumers to eat onions without suffering any financial setback. It is suggested, too, that Produce Exchanges and Boards of Trade also lend their assistance, not only in this case, but wherever there is a great surplus of any food crop.

Now, if in addition the farmers holding these onions and the markets, Produce Exchanges, Boards of Trade and others whose efforts are sought to help relieve the onion situation should join in a national onion advertising campaign, would not a greatly increased demand for onions be created, and the surplus stocks be soon exhausted? Moreover, if the advertising were continued would not the annual consumption of onions be increased to the extent that hereafter larger quantities of onions would have to be grown to satisfy the demand?

The same is true of other vegetable crops. Of course the products advertised would have to be

of high grade. Farm products must be standardized. But the Bureau of Markets has already prepared standards for many farm commodities, and is making every effort to have growers grade their crops before shipping them to market. Recently a National Association of State Marketing Officials was formed to harmonize marketing practices in the various States. The organization is co-operating with the Federal Bureau of Markets, and one of the principal problems to be solved is the elimination, so far as practicable, of conflicting grades and containers.

At present the art of the illustrator and advertising expert is employed to induce the housewife to produce juicy raisin pies, fruity desserts; to purchase melons, nuts, oranges and apples by brand. But is it not possible that some day the plebian potato, sweet potato, tomato, onion, turnip, and other garden crops will occupy equal advertising space as the fruits? What housekeeper could resist purchasing sweet potatoes if every time she turned the pages of a magazine her eye was greeted by a plate of delicious candied sweets prepared by a master of culinary art and portrayed in colors and tints by famous illustrators? To what extent would not the consumption of white potatoes be increased if the housewife prepared them stuffed, with golden butter trickling through their creamy hearts as pictured in the advertisements? And so it is with almost every vegetable crop grown. Advertising backed by a first-class product would increase the consumption of vegetables overnight. The potentialities are great. Yet the field is practically untouched.

Pennsylvania Agency Has Two New Accounts

The accounts of the Curtis Manufacturing Company, manufacturer of a vacuum milk can and the Palmer automatic window stop, both of Erie, Pa., have been placed with the Hall Advertising Company of that city. A list of farm and trade papers respectively will be used.

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The City and the Paper

Racine, Wisconsin, is the city and the Journal-News the paper—a powerful combination that should be considered by every national advertiser. With a population of 60,000, and manufacturing plants numbering 175 producing a wonderful variety of diversified articles, is it any wonder that the name Racine is known all over the world? Its threshers, tractors, plows, automobiles, tires, shoes, overalls, trunks, castings, springs, floor finishes, malted milk, electrical devices and numerous other necessities are found in every land. So isn't it to be readily believed that the 20,000 operatives in these plants are among the highest paid in the country?

It presents the same rich field to the large advertiser as it does the local merchant, and the latter, by the way, used 1399 inches more the first week this May than the same period last year.

Racine is also surrounded by a rich farming country—dairying, truck farming; the raising of cabbage, onions, beets, etc., are among the principal farm industries.

The Journal-News has led in circulation in every A. B. C. audit; it has also without an interruption always carried the greatest volume of local, foreign and classified advertising. Its subscription rate has also always been the highest.

The paper is at your service, the field is here.

Send for our booklet on Racine

THE RACINE JOURNAL-NEWS

Member of

The A. N. P. A.
Associated Press
Wisconsin Daily League
Inland Daily Press Association
Audit Bureau of Circulations

Foreign Representatives:

Western—A. W. ALLEN,
1336 Peoples Gas Bldg., Chicago, Ill.
Eastern—M. C. WATSON,
280 Fifth Avenue, New York, N. Y.

"In Racine Most People Read The Journal-News"

The NEW CENTURY



THE May *Century* was received with enthusiasm. Its significance as a forward step in American letters and art was immediately recognized. Many pleasant things were said of it. To those among our advertising friends whose comments could not be answered personally, let us say "We thank you."

In The June *Century* we offer evidence of our promise to make The *Century* still better, month by month. In the making of a fine magazine there is no fixed standard. We must set our own standard in every issue. Its possibilities for success are measured only by the number of persons of means and cultivation to whom this kind of magazine must appeal.

Under the editorial direction of Glenn Frank, the list of contributors to The *Century* is growing in authority and attractiveness. The June issue presents such accepted writers as Agnes Repplier, Harvey O'Higgins, Sir Rabindranath Tagore, H. L. Mencken, Catherine Owsley Brown, Conrad Aiken, Stephen Morehouse Avery, Rafael Sabatini, Lincoln Colcord, Ross Santee, Richard Roberts, Theodore Du Bois, Phyllis Bottome.



May 26, 1921

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DON M.

The Department on Investment and Banking, conducted by John K. Barnes, is without a superior for strength and influence. Its value is increasingly recognized by financial advertisers.

Advertising in *The Century* has a worth beyond quantity or quality or buying power of circulation. It is not completely defined by prestige. It is that appraisement that always accrues from association with leadership in a worth-while field.



The
CENTURY
for June

50¢ *per* COPY

\$5.00 *per* YEAR

One of the Quality Group

THE CENTURY COMPANY

353 Fourth Avenue, New York

DON M. PARKER, Advertising Director



Who controls the Outdoor Advertising situation in this country?

THE question has been answered effectively in Ohio. The control lies in the hands of the advertisers themselves, as demonstrated by Packer of Cleveland.

The following national advertisers are now using Packer service in the State of Ohio:—

The R. J. Reynolds Tobacco Co.
The Ward Baking Company
The Kelly-Springfield Tire Co.
The Hood Rubber Products Company, Inc.
The Falls Rubber Company
The Ideal Tire & Rubber Co.
The U. S. Tire Company
The Portage Tire & Rubber Co.
The Larabee Flour Mills Corporation
The Telling-Belle Vernon Company
The National Biscuit Company
The McGraw Tire & Rubber Co.
The General Baking Company
The General Tire & Rubber Co.
The Southwestern Milling Co.

The Capital City Products Co.
The Blue Valley Creamery Co.
The Cleveland Coca-Cola Bottling Co.
The Federal Rubber Company
The Fisk Rubber Company
The Anheuser-Busch Sales Corporation
The Bloch Bros. Tobacco Co.
The Wm. Wrigley Jr. Company
Arbuckle Brothers
The Tidewater Oil Sales Corporation
The Stewart Motor Corporation
Hart, Schaffner & Marx
The American Chicle Co.
California Fruit Growers' Exchange

PACKER OF CLEVELAND

Representing

Poster Advertising Company, New York and Chicago
Ivan B. Nordheim Co., New York and Pittsburgh
George Enos Throop, Chicago and St. Louis
O. J. Gude Co., New York and Chicago
Poster Advertising Association, United States and Canada

Does a Quality Article Suffer Loss of Dignity When Priced?

Sales of Rolls-Royce Cars Increase as a Result of Featuring Price in Advertising

By Roland Cole

THE first time one reads a recent Rolls-Royce advertisement—that “an open phaeton model completely equipped” may be secured for \$14,950—he is apt to smile. It seems like a fairly good joke to the average man. To the man who is financially able to pay the price, however, it is far from being a joke.

Does it seem like a joke to say that since the Rolls-Royce company has been featuring price in its advertisements, a great many cars have actually been sold by mail? That is a surprising statement and one that will scarcely be believed by many people. It is nevertheless true, according to S. de B. Keim, general sales and advertising manager of the company.

There is a delusion abroad that mention of price kills the effect of a quality argument. The public, however, does not seem to be as well educated as it should be on one subject, namely, that price is an index of value. But the public has come to learn one thing, and that is to halt when no price is mentioned. The maker of a quality article, who keeps price out of sight, probably loses more sales to people who believe the price to be double what it actually is, than he makes to the few who obey the quality summons because they do not care what price they pay.

Why do so many advertisers tumble into this trap? Apparently, it makes little difference whether the unit of sale is five cents, a dollar, a hundred, or \$14,950. Many institutions have labored for years to surround an article with a quality atmosphere when the simple expedient of stating the price would have helped to do the trick in one-tenth of the time.

Thousands of people have had the experience of wanting to buy jewelry, say a diamond ring, a watch, a necklace, or a gift piece for a special occasion. They have gone to New York or Chicago or any other big city, looked in show windows with quaking hearts, and returned to their home towns or neighborhood shops and have actually paid more money at home for an article than they would have had to pay for the same thing or something better on Fifth Avenue.

A few years ago a man wished to purchase a wedding ring. He had a feeling that he would like to get it at a certain well-known jeweler's in New York. The reputation this house enjoyed for quality stopped the impulse. Why pay an enormous price for the sake of the name? He visited a number of Fifth Avenue shops, but could not make up his mind. At last, with bravery bred of desperation, he decided he could not be jailed for venturing into the big store he had in mind and taking a look. He saw the sort of ring he wanted and asked the price. It was \$5. After his amazement subsided he bought the ring. With the ring he took home with him a keen sense of disappointment. He would have willingly paid \$20. He had expected to be asked \$100!

AFRAID EVEN TO ASK THE PRICE

Before the Rolls-Royce company used to feature prices in its advertisements, how many sales were lost because prospects thought the car was a higher-priced car than they could afford?

“It has frequently been our experience,” said Mr. Keim, “to find that a certain individual did not buy a Rolls-Royce because he thought the price around \$25,000. Before

we adopted our present policy, we had case after case of that kind. Since we have been featuring price, we have not only increased our sales, but have actually received orders for cars by mail from remote territory, like the West, where we do not have direct sales representation."

The sales policy of the English company may have had something to do with the success of the present advertising campaign in the United States.

Rolls-Royce, Inc., is the name of the English company, now about twenty years old, located in Derby, England. Mr. Rolls was killed in an airplane accident a few years ago. The other member of the firm, F. Henry Royce, is the designer of the Rolls-Royce car and is at present engineer in chief of the English and American companies.

The immense reputation enjoyed by the English car was secured with practically little advertising in England. Before the American company was formed, Rolls-Royce cars were sold in this country through United States distributors and agents. The American factory, located at Springfield, Mass., was built a little over a year ago. Claude Goodman Johnson is managing director of Rolls-Royce, Ltd., of England, and chairman of the board of directors of Rolls-Royce of America, Inc. The officers of the American company are L. J. Belnap, president; E. H. Claremont, of New York, vice-president; Henry C. Beaver, of Springfield, treasurer; and J. J. McManus, of New York, secretary. The American-built car is precisely the same in every detail as the English car.

The manufacturing policy of the company is thus set forth by President Belnap:

"Production, including procurement of materials, is under complete English Rolls-Royce supervision.

"The Rolls-Royce cars made in the American works will be identical and interchangeable with those made in England, in the most minute detail. As a matter

of fact, we will continue to import cars from the English works, which will be indiscriminately mixed with the production from the American works, and no one, not even our own organization, will determine any difference in the product of the two works."

The policy of the American advertising campaign is described in the following words of Mr. Keim:

"We are in the field to-day selling Rolls-Royce cars the same as any other article of merchandise, and our problem is getting business by direct sales application by means of advertising with the help of our branch house organization. We are out to get business and are no longer in the snob class when it comes to marketing our cars."

Besides the factory and executive offices at Springfield, the company has branches in New York, Boston and Chicago. In other cities the sales agency is placed with local distributors.

THE FEATURES OF THE COPY

The most striking feature about the magazine advertising, which is run in national and class publications, is the large space and the brevity of the copy. The name, Rolls-Royce, in characteristic lettering, is played up large, directly over an illustration of the car. These illustrations are reproductions of artists' drawings. The price and description is set in small type close to the illustration, as "An open phaeton model, completely equipped, \$14,950."

The text is generally brief. One advertisement reads:

"An interesting description of the chassis will be mailed upon application with color engravings of models and any general information desired." This is followed by the list of branches.

Newspaper advertising is used in the branch cities—two columns, six inches, set in a simple border design, without illustration. The title is "Rolls-Royce," in caps. One advertisement contains thirty words of copy:

"The lightness of an airplane, the strength of a battleship. As



Where We Stand On the Use of Trade Papers

The very first advertisement we placed when we started sixteen years ago was in a building trade paper.

It gave us no trade discount.

But it was a paying investment for our advertiser.

So they in turn paid us for having made it pay them.

As making advertising pay is what we are paid for, we use trade papers when it pays to use them.

Regrettably, some advertisers still cling to that moth-eaten idea that "trade papers are hold ups."

The most cursory investigation will prove them to be among to-day's most powerful business-building influences.

Sixteen years ago it proved basically sound to start our advertisers in trade papers.

It's even more sound practice to-day, whether you want to reach the architect, the hardware man, the electrical dealer or what not.

Let us start at the bottom with the trade papers and upbuild your business by their use.

TUTHILL ADVERTISING AGENCY
L. W. C. Tuthill, *President*
1133 BROADWAY
NEW YORK

silent as its shadow. As cherished a possession as any family can ever acquire. A Rolls-Royce complete, \$14,950."

It could hardly be denied that the Rolls-Royce is a quality article. Can it be said that the inclusion of the price in the advertisement makes the advertising any less dignified or neutralizes in any way the strength of its quality appeal? The output of the Springfield plant is sold out up to June. That is one answer.

Both magazine and newspaper advertising results in mail inquiries. All inquiries are replied to by personal letter. The policy of brevity extends itself to the letters and printed matter. General letters average about two short paragraphs. Specific inquiries are, of course, answered in full.

One of the surprising sales arguments used in selling a Rolls-Royce car is that of economy. Who thinks of economy when people talk of \$15,000 items? You wonder. But the \$15,000 buyer is just as canny with his cash as the frugal peasant with his pennies. There have never been any style changes in Rolls-Royce cars from year to year, and the car of 1914 or 1915 cannot be readily distinguished from the car of this year except in the lustre of its paint. Then there is the three-year guarantee, which reads:

"The Rolls-Royce chassis is guaranteed by its makers for a period of three years. Under the terms of this agreement they undertake not only to replace any defective part, but in such an event to fit it in the chassis free of charge."

DIRECT-MAIL POLICIES

The reader of a Rolls-Royce advertisement writes for further information. Besides a brief letter he receives the collection of "Color engravings of models" referred to in the magazine advertisement—a handsome portfolio consisting of a folding cover or jacket, bound with ribbon, within which is an assortment of loose cards, each one of which presents

a Rolls-Royce model in color, all reproductions of artists' drawings. Enclosed with the color cards is a printed message on note paper, printed, with blind stamped border, and this is left blank at the bottom, to be signed in ink by the representative of the company. The caption is "Coach Work for Rolls-Royce," and the message reads:

"The Rolls-Royce staff is well equipped with expert information in the design and production of custom built bodies. Specialists are always at the service of patrons who may desire to have unusual and individual coach work designed and built to their order.

"The enclosed treatment of the Rolls-Royce in color suggests what can be accomplished in the field of individual design.

Faithfully yours,"

All the direct-mail literature runs to small sizes. The portfolio is six and one-half inches by nine and one-half inches. Two booklets are four and one-half inches by six and one-quarter inches. One of these latter is entitled "Policy and Information Concerning American Production." This is of sixteen pages. Besides living up to its title it devotes a number of pages to car features, such as quietness, simplicity, safety and other points.

The other booklet is well described by its sub-title, "Containing Some Recent Appreciations of the Rolls-Royce, Together with Several Illustrations of New Styles of Coach Work, Drawn by Frederick Chapman." This booklet is used principally for mailing to women, and it contains no prices.

It is curious and interesting that the most effective sales work is done by mail—by male. Naturally the class of buyers to be interested is not easily reached by personal call. But the representative can reach them by mail and effectively lead up to an appointment. Many clever mail pieces are used as enclosures in letters, such as a large copper plate engraving of a particular model—one in which

May 26

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Peoples Gas

Send your message to the people of
Nebraska and Western Iowa through the

WORLD-HERALD

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Note These Compelling Facts and Figures

(MEASUREMENTS BY HAYNES ADVERTISING COMPANY)

Inches First Four Months of 1921:

	World- Herald	Bee	News
Local Display	141,738	101,143	101,660
Foreign Display	30,525	14,364	14,942
Auto Display	12,796	10,145	7,600
Classified Advertising	51,893	18,216	16,596
Total Clean Paid Advertising	236,952	143,868	140,798
Medical Advertising	None	8,848	15,193

Auditor's Official Report for Year Ending Dec. 31, 1920—NET PAID CIRCULATIONS DAILY CIRCULATION

	World- Herald	News	Bee
City Circulation	35,532	27,680	23,888
Suburban Circulation	11,021	7,320	8,074
City and Suburban	46,553	35,008	31,962
Country Circulation	30,614	41,254	26,292
Total Net Paid	77,167	76,262	58,254

SUNDAY CIRCULATION

	World- Herald	News	Bee
City Circulation	32,536	23,276	22,268
Suburban Circulation	9,723	7,056	7,788
City and Suburban	42,259	30,332	30,056
Country Circulation	27,774	38,243	28,317
Total Net Paid	70,033	68,575	58,373

Omaha and Council Bluffs have approximately 45,500 families.
The World-Herald's circulation in these two cities is now over
38,000.

O'MARA & ORMSBEE, INC.,

Publishers' Representative,

320 Fifth Avenue, New York.

Peoples Gas Bldg. Chicago.

Monadnock Bldg., San Francisco.

the prospect would likely be interested, as, for example, "A Town Coupe." Another enclosure is a facsimile testimonial letter by Lord Northcliffe on stationery of *The London Times*. Or a newspaper clipping which refers to the Prince of Wales and his Rolls-Royce cars.

In the estimation of Mr. Keim, the use of the price in Rolls-Royce advertising has enabled the company to increase its sales and has in no degree lessened the quality appeal. It is certainly true that many advertisers who have persistently kept price buried in the sub-cellar of their advertising campaigns, in the belief that such a policy helped to spread a quality prestige about their merchandise, have doubtless lost much business from possible customers who never believed themselves able to pay the price, thinking it far beyond their reach, when as a matter of fact they were more than able to buy, had they been told frankly what the price was. Perhaps the experience of the Rolls-Royce company, as here recited, may suggest something.

Allen-Nugent Co. Advances Sinclair H. Kirby

Sinclair H. Kirby has been appointed advertising manager of *The Garment Manufacturers' Index*, a publication of the Allen-Nugent Company, New York. Mr. Kirby has been with Allen-Nugent for the last twelve years. He succeeds Richard C. Morrill.

Western Accounts Added by Evans & Barnhill

The San Francisco office of Evans & Barnhill, Inc., New York, has recently obtained the accounts of the Pacific States Electric Company, San Francisco, and Sutor & Company, investment brokers of San Francisco and New York.

Coffee Campaign in Newspapers

The Baltimore office of the Wood, Putnam & Wood Co., advertising agency, is handling the newspaper campaign for the Levering Coffee Company, Baltimore, featuring "Lord Calvert" coffee.

Leaves Wichita "Beacon"

Paul M. Hart has resigned as advertising manager of the Wichita, Kan., *Beacon*.

Pan-American Advertisers Discuss Colombian Markets

An open discussion on Colombian markets followed a luncheon meeting of the Pan American Advertising Association at the Hotel Astor, New York, on May 25. Addresses were made by Dr. Abel Camacho, former secretary of the Legation of Colombia in Paris; Dr. Julius Klein, former American Commercial Attache at Buenos Aires, and now assistant professor of Latin American History and Economics at Harvard University, and Earl Harding, chairman of the board of directors of the Colombian Commercial Corporation.

Hon. Carlos A. Ureta, Minister of Colombia in the United States, and Hon. Dr. Jose Maria Arango, consul-general of Colombia in the United States, were guests of honor.

Wichita, Kan., Advertising Club Elections

John F. Millhaub was elected president of the Wichita, Kan., Advertising Club at the annual meeting held last week. Mr. Millhaub will assume this office on September 1 of this year. Other officers elected at this meeting are: Fred G. Whitlock, vice-president, and Frank L. Galle, secretary-treasurer. The directors are R. T. Aitchison, W. F. Cochran, E. E. Hardwick, D. S. Truex and G. K. Warrick.

At this annual meeting an address on "Newspaper Advertising" was made by Clinton L. Oliver, president of the Kansas City, Mo., Advertising Club. The total membership of the Wichita Club is now 141, an increase of eighty-three over the number in September, 1920.

"Kodak News" Editor Heads Employees' Magazines Association

Spencer Hord, editor of "Kodak News," published for the employees of the Eastman Kodak Company, Rochester, N. Y., was elected president of the New York State Editors Association of Employees' Publications at the annual meeting held in New York last week. Mr. Hord succeeds F. E. Redmond, editor of "Solvay Life," Solvay Process Co., Syracuse, N. Y.

The other officers of the association elected at this meeting are: E. T. Wilkins, editor of "Works News," General Electric Company, Schenectady, N. Y., vice-president; and George Herbert, editor of "The Arrow," Cluett, Peabody & Company, Troy, N. Y., secretary-treasurer.

Parker Pen Company Appoints W. F. Pilcher

The Parker Pen Company, Janesville, Wis., has appointed W. F. Pilcher its Eastern sales manager. Mr. Pilcher's headquarters will be in New York.

Chicago—The Central Printing Market



One of the largest, most up-to-date and completely equipped printing plants in the United States.

Printing Products Corporation

Successors to Good Will, Printing
Equipment and Organization of

Rogers & Hall Company

Catalogue and Publication Printers

Artists : Engravers : Electrotypes

Specialists in the art of Catalogue
and Publication Printing for
more than thirty years !

Day and Night Service

A Printer Is as Good as His Equipment *Plus* His Organization

Our Equipment includes the latest and most efficient time-saving machinery—Linotypes Monotypes, Color and Rotary Presses, Type-casting Machines, and complete facilities for Binding and Mailing.

Our Organization is composed of men and women who are experts in their work, and who are intelligent enough to realize that your interests are as important as their pocketbooks. That guarantees Quality!

Our Plant is in operation day and night 12 months a year—constantly turning out work for firms all over the United States. That guarantees Delivery!

Our up-to-date labor-saving facilities and the efficiency of our management enable us to take advantage of every possible turn of the market and figure closely on materials. That guarantees a Fair Price.

Thus we are right on **Quality, Delivery and Price!**

In addition, we offer you every possible help in obtaining catalogue compilers, advertising assistance, editors, copy writers and everything else necessary to the promotion, preparation, printing and mailing of your catalogue or publication.

Printing Products Corporation

Successors to Good Will, Printing Equipment and Organization of

Rogers & Hall Company

Catalogue and Publication Printers

Polk and La Salle Streets, Chicago

Telephone Wabash 3381

**A Voice of Authority
in a
World-Wide Movement**

Die Zeit
(The Jewish Times)

46,000 sworn circulation since last August!

DIE ZEIT, published every evening, voices the Zionist Movement, a cause with a deep significance now being written by history itself.

A mighty influence today is Die Zeit through the inspiration it gives its readers.

They hold it in high esteem and as authoritative because it heralds this great movement in which their hearts and minds are bound up. It is

Read — Absorbed — Discussed

by over 100,000 Zionists. During March and April and up to now our daily press run has been 52,000 and is steadily increasing.

This reliance on the news and editorial pages extends to the advertising columns.

Advertisers Covet Such a Buying Response

"The most Phenomenal Growth in Jewish Newspaperdom" merits your instant investigation.

**Get Details of the Big
Factor in a Big Field.**

"Die Zeit," 153 E. Broadway, New York City

Telephone, Orchard 2100



**No List of Jewish Papers Is Complete
Unless Die Zeit Is Included.**

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New York "Commercial's" 125th Anniversary

Highest Officials of the Government Meet with Leading Business Men to Discuss Present-Day Needs—"A Better Understanding" is Asked by President Harding

THE President of the United States, the Vice-President, and Herbert Hoover, Secretary of Commerce, were guests of honor at a dinner, May 23, in celebration of the 125th anniversary of the founding of the New York *Commercial*: the first business publication established in America, if not in the world. In addition to the guests of honor, there were present more than 1,500 leaders of industry and finance, representing, as Russell R. Whitman, publisher of the *Commercial*, said in a brief address of welcome, practically every shade of opinion in the business world.

"In 1795, when this publication was founded," said Secretary Hoover, "Alexander Hamilton was Secretary of the Treasury, and the idea of a department of Government devoted to the interests of commerce had already been formed in his mind. It was more than a hundred years later, however, that Congress actually established such a governmental agency, which indicates the slow growth of the proper understanding between Government and the business community." It was this understanding, he declared, which was chiefly needed in order to make the Department of Commerce of greatest service in helping to solve the basic problems of industry. "I wish," he said, "that every publication which understands business would devote itself to promoting it."

Indeed the keynote of the whole meeting was the present importance of this better understanding, not merely between the Government and business, but throughout the whole social fabric. The

President himself, after the close of his formal address, placed special emphasis upon it, saying:

"I sometimes think it is fair for an Administration to speak in confidence to the people it seeks to serve. I would like you captains of industry, you leaders of commerce, you commanding figures in finance to know the aspiration of the present Administration. Secretary Hoover spoke of understanding; the Vice-President supplemented some of the things he said. I have one outstanding wish for the present Administration, and that is to inaugurate the era of understanding. I want understanding between the Government and the people. I want understanding among nations. And I want our America to have nothing to do with any nation that is not willing to sit at the table and come to an understanding.

"I want understanding between the captains of industry and those who make up their toiling forces. Aye, I want understanding with those who come to our shores to participate in the benefits of residence in America. I want them to come understanding that there are obligations as well as privileges of American citizenship. And I want it understood everywhere that a man must give as well as receive from the Government which shields him. Nay, more; I want an understanding between those who would preserve our form of government and those who would destroy it, and I want the destroyer or the would-be destroyer to understand that he is mad to destroy the thing that makes his existence possible, and I want him who would preserve to understand his obligations in teaching the other his place in government under the law.

"Nay, more, my countrymen; I want it understood that a nation that goes on to the supreme fulfillment must be in every way a righteous nation and its people must be a righteous people, and in the strength of righteousness I know America will go on to the supreme fulfillment of its destiny."

Velie Motors Account with Johnson, Read & Co.

The Velie Motors Corporation of Moline, Ill., has appointed Johnson, Read & Company, Chicago advertising agency, to handle its account. Plans are being made for a new campaign which will be started in the fall, including the use of newspapers, general mediums and business papers. Another account secured by Johnson Read is that of the Diller Manufacturing Company, of Bluffton, O., maker of "Thermatic" fireless cookers.

Carlisle N. Greig Patents the Telewant

Carlisle N. Greig, of Greig & Ward, Inc., Chicago, has just been awarded a U. S. patent for his telewant system for securing, inserting and pre-paying want-advertising in daily papers. Mr. Greig will devote his time exclusively to the promotion of his invention.

Mr. Greig retired from Greig & Ward on May 21, being succeeded in ownership and management by E. J. Bangs, now vice-president of the corporation owning the agency.

New Accounts of Campbell, Blood & Trump

The Pere Marquette Railroad has placed its advertising account with the Campbell, Blood & Trump Advertising Agency, Detroit. A campaign using an extensive list of newspapers is now being prepared. This agency has also secured the account of Young Bros. Co., Detroit, manufacturer of a line of industrial ovens, and the Morse Chain Company. The schedules of these accounts call for the use of business and trade papers.

George D. Adams an Officer in Darlow Agency

George D. Adams, advertising manager of M. E. Smith & Co., Omaha, has severed his connection with that company to join the Darlow Advertising Co., also of Omaha. Mr. Adams has been elected a vice-president of the company and will have charge of copy, planning of campaigns and merchandise and sales analysis.

K. D. Stuart with Seattle "Post-Intelligencer"

K. D. Stuart, formerly with the foreign advertising department of the New York Herald and Sun, and before that associated with the Philadelphia Record for three years, has been appointed national advertising manager of the Seattle Post-Intelligencer.

Edward Kramer is now a sales executive for the Knapp Engraving Co., New York. Charles C. Westervelt, John J. McMahon and George J. Dignus are associated with him.

Chicago Art Organizations Merge

Bertsch & Cooper and the Charles Everett Johnson Company, Chicago art organizations, have consolidated and will carry on a general business of art and typography for advertisers under the name of Bertsch & Cooper. Charles Everett Johnson will remain in active connection with the new company.

C. E. Cooper Represents Ziff in New York

C. E. Cooper is now in charge of the New York office of W. B. Ziff Company, newspaper representatives. Under the new arrangement Mr. Cooper becomes vice-president of the company. He formerly was secretary and treasurer and was located in the Chicago office.

Elected an Officer of Everett Currier, Ltd.

Hubert L. Canfield, for two years in charge of typographical work for the J. Walter Thompson Company, New York, has been elected vice-president and treasurer of Everett Currier, Ltd., also of New York. He was previously with the Riverside Press, Cambridge, Mass.

C. R. Campbell with Kay Agency

C. R. Campbell, formerly of the Chicago office of N. W. Ayer & Son, and later with the National Highway Advertising Company, has joined the staff of the J. Roland Kay Company, Chicago advertising agency. He will act as an account executive on national business.

Sarnia Fence Company Appoints White

The Sarnia Fence Co., Limited, factory and headquarters located at Sarnia, Canada, western headquarters at Winnipeg, Manitoba, has employed Frank B. White, Agricultural Advertisers' Service, Chicago, as counselor.

Frank E. Fehlman with J. T. H. Mitchell, Inc.

Frank E. Fehlman, president of Churchill-Hall, Inc., New York advertising agency, has become vice-president and general manager of J. T. H. Mitchell, Inc., direct-mail advertising organization, New York.

Harry B. Burnside Joins "McCall's Magazine"

Harry B. Burnside, formerly with Hearst's International, has joined the Chicago advertising department of McCall's Magazine.

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Cut out
the coupon
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Please send
Mark here
your method
of ordering

Reach the right men— and reach all of them

—the men who can give you an order for advertising

THE first essential in selling advertising—whether it is space, service, or goods—is to know who and where your prospects are. The second is to have a reliable list of the men who control the advertising expenditures of the concerns you want to sell.

It's the old story of keeping your prospect list complete, accurate and up to date. Information about your prospects always was valuable: it is especially so these days when you must reach *all* your possible prospects and when you want to concentrate your efforts on the men who can give you orders.

The 1921 Standard Advertising Register, just issued, gives you the names and addresses of the 8,000 leading national advertisers and the

names of their advertising managers, sales managers or other executives controlling the advertising. It is the most complete, accurate, reliable and up-to-the-moment list of advertisers ever compiled. It is indispensable in planning and sending out letters and printed matter addressed *personally* to the men who can say "Yes."

There have been many changes in personnel among advertising and sales managers since the last Register was published. Advertisers have moved their offices. New advertisers have come into the field. These changes and additions have been carefully checked back and included in the new 1921 Standard Advertising Register. It is worth many times the cost of this year's Register to have the names and addresses you use brought up to date and made complete and accurate.

The 1921 Edition of the Standard Advertising Register

gives the following data on 8,000 National advertisers:

Name and Address of Advertiser.

Name of Advertising Manager, Sales Manager, or other officers controlling advertising.

Name of Advertising Agent.

Name of Product. Mediums used. Date when lists are made up.

The Trade Name List enables you to locate an advertiser if you know only the name of his brand. Advertisers are indexed alphabetically and grouped according to their business and products.

Order your 1921 Standard Advertising Register now. Use coupon below.

Are you one of the following?

Advertising Agent
Newspaper Publisher
Magazine Publisher
Business Paper Publisher
Firm Paper Publisher
Printer
Lithographer
Industrial Motion Picture Producer
Book Paper or Cover Manufacturer
Manufacturer of Dealer Belts
Outdoor Signs
Street Car Cards
Publisher's Representative
Advertising Novelty Manufacturer
Engraver
Electrotyper
Commercial Artist
Typographer
Publisher of Books on Advertising
Merchandising and Sales Services

You need a 1921 Standard Advertising Register immediately.

You will want this indispensable book just as soon as possible. Cut out and fill in the coupon below, pin to it your check for \$25 and mail it to-day. Or, if you prefer, we will send you a 1921 Standard Advertising Register C. O. D. at your expense. The important thing is to get the valuable information contained in this book working for you without delay. Act at once.

Cut out the coupon now
National Register Publishing Co., Inc.
799 Broadway (St. Denis Bldg.), New York City
Price, \$25 a copy

NATIONAL REGISTER PUBLISHING COMPANY, INC., 799 Broadway (St. Denis Bldg.), New York City

Please send me copies of the 1921 Standard Advertising Register at \$25 a copy.

Mark here your method of ordering
☐ You will find enclosed check for \$.....
☐ Send my copies C. O. D.

Your name

Firm name

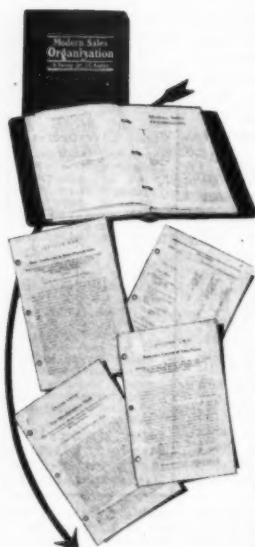
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P. I.

How Many Customers Can a Salesman Handle? Does a Sales Promotion Department Pay?

These and other questions just as vital in rebuilding your sales organization to meet changed conditions are answered FROM ACTUAL EXPERIENCE in our 1921 Survey "Modern Sales Organization." This survey gives you the experience of nearly 500 representative concerns in all lines of business. It cites actual plans and figures. It mentions names and dates. It is filled with experience that has cost other concerns hundreds of thousands of dollars.

Other Information This Survey Brings You



Experience of various concerns in selling direct and in selling through the jobber. Conditions under which direct selling is justified.

How to determine the point of diminishing returns in redistricting salesmen's territories. How large should a territory be?

Tabulation by lines of business showing number of customers a salesman calls upon; average number of salesmen handled by branch manager, etc.

How to reduce territories without impairing the morale of the sales force.

Experience of various concerns with centralized and decentralized sales control.

Specimen manuals showing how big concerns divide up sales duties, and distribute them among executive personnel.

Analysis of policy used by 150 concerns (names given) in regard to supervision sales manager

has over the advertising. Work a sales manager should hold for his personal attention and balance should be distributed among headquarters staff.

Duties of sales statistician, manager of sales personnel, sales promotion manager, traveling supervisor, and other assistants.

Maps showing how concerns with varied sized sales organizations divide the country up into sales divisions and districts.

Compensation and duties of division managers, branch managers, zone managers, etc. Stimulating sales through the use of "blockmen," "pitch hitters," "squad captains," "traveling supervisors," etc.

Book of instructions to sales managers used by big companies. Suggestions for broadening the scope of the sales promotion department handling routine correspondence more effectively; when to get leads for salesmen.

Map and task plans the short-cut office routine to focus sales effort in the right direction.

How various concerns handle inquiries so as to make sure that salesmen get the most out of them.

How to organize a statistical and sales research department with small expense.

SPECIAL EXAMINATION OFFER:

This survey is being issued in loose-leaf form, and when complete will include ten sections. Eight of the ten sections have so far been issued. These we will send to you on approval, with set of indexes and ring binder for proper filing. If you find the data helpful pass our memorandum invoice for \$6.00, and we will send you the remaining sections as issued. Otherwise send the material back and charge will be cancelled without question.

THE DARTNELL CORPORATION PUBLISHERS

Sales Management Magazine
(Circulation 8500 ABC)

The Hardware Salesman Magazine
(Circulation 5200)

Sample Copies upon Request

1810 LELAND AVE.

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British Billposters Advertise Co-operatively

Constructive Effort by Poster, Press and Direct-Mail Advertising
Noticeably Increases Use of Posters by Advertisers

By Thomas Russell

London Correspondent of PRINTERS' INK

THE poster-advertising interest in Great Britain has always contained good getters-together. Some years ago, when there was talk of Government censorship, they got together in such shape as to put fear into all whom it might concern, and anyone whose posters needed cleaning up had to clean up. PRINTERS' INK published the story of the billposters' voluntary censorship committee at the time, and the posters promptly reprinted the article, with acknowledgment, as campaign matter. The censorship is permanent and is powerful. A bill that can get past it would have to be voted a prize for spotless purity in a Dorcas society.

War and the shortage of paper put a crimp in billposting. In 1916 a Government order forbade purchase of paper for printing posters. This did not affect the use of posters already in existence. Thousands of disused and worthless posters that had by inadvertence escaped destruction came up out of cellars and warehouses. Some were found to be not so bad after all. Others were thriftily turned blank side up, making perfectly good ready-to-be-printed paper, which was used over again. But in spite of all devices and contrivances, the hoardings were 75 per cent empty.

When war came to an end, and war-time restrictions with it, the billposting industry got busy. A sixteen-sheet double crown poster (80 inches by 120) was printed and distributed to billposters all over the country.

Simultaneously with this a twelve-page, 4 x 6 booklet, "Facts About Billposting and Its Present Advantages," was mailed to all advertisers, linking up with the poster. The cover and every page were printed in black on yellow,

with an oval exactly like the poster: but a small panel was let in, underneath, to carry a secondary message.

BILLPOSTERS' ASSOCIATIONS

Two big societies look after poster interests—the London Billposters' Protection Association and the United Billposters' Association. Every billposter is a member of one of these, and no billposting contractor can get his paper posted unless he is recognized by them. The two associations have lately used a long series of page advertisements in the two technical advertising papers — *Advertiser's Weekly* and *Advertising World*—all in the general interest of poster advertising, and none mentioning individual firms. During the International Advertising Exhibition, they issued jointly a special folder on each day that the exhibition was open. These folders took up different arguments in favor of posters, as (for example) the wastelessness of poster advertising, its ability to effect retail distribution, the simplicity of it (one contract doing the whole business with no question as to choice of mediums or change of copy). Cheap reprints of these were afterward supplied to individual billposters, imprinted with their names, for use in self-advertising.

There is no question as to the success of the vigorous propaganda carried out by the billposting fraternity. They have taken their own medicine and cured the slump from which poster advertising was suffering. The hoardings are all full now and billposters prosperous. That the boom in billposting is due to the billposters' co-operative campaign by poster, press and direct mail methods cannot be doubted.

Use Slack Time for New Business Developments

Derryvale Linen Company Has Numerous Ways of Preparing for Increased Business

By Hugh E. Agnew

THIS is a great time for the revival of the little extras in service which mean more business, but which were thrown overboard and abandoned during the easy selling period of the past two years. Also it is a splendid time for some of the development work that has been contemplated so long, but which has been repeatedly postponed through lack of opportunity and "time." More and better dealer helps are being prepared. Advertising is more carefully written—and especially is this true of the important business paper advertising. In many instances space is being increased on the very logical grounds that the greatest effort to extend business should come when the extra business is most needed. The aggressive preparations that Albert Adams, president of the Derryvale Linen Company, Inc., is making for new business are suggestive of what may be done in a slack time to increase the opulence of the fat years just ahead.

"Of course," says Mr. Adams, "in times of widespread business depression when large numbers are out of employment and people tend to buy only the necessities, advertised lines will fall off in sales the same as unadvertised. But, other things being equal, it is the advertised line which will recover from a slump first."

With good business foresight the Derryvale company had continued its advertising while business came easily, anticipating that there would be a reaction. In spite of the vicissitudes of the linen industry in the past four years, the advertising has been continuous.

Linen weaving was one of the industries hardest hit by wartime restrictions. First, the factories

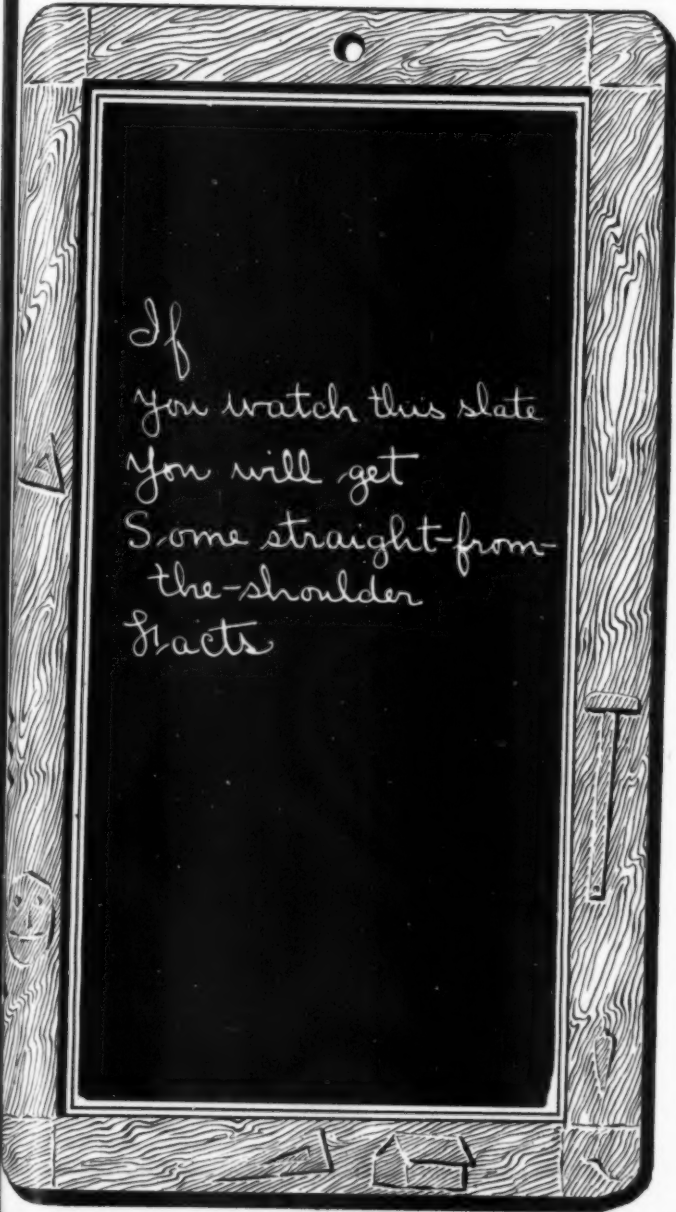
were notified that their future output would be required for airplane wings. Then it was arranged that work already on the looms could be completed and sold commercially, as it would be of little use in airplane manufacture. Some of the big factories like the Derryvale at Belfast had a year's supply of yarn on hand. Little by little this was released for commercial purposes, as it was found to be unadapted to the fabric the Government needed. So the commercial supply was not entirely shut off at any time, but was so uncertain that the manufacturers were unable to plan ahead for its sale.

After the war, normal production could not at once be resumed because of the long time it took to replenish the necessary stock of commercial yarns. The supply of Russian flax was cut off, still further aggravating the shortage. Cotton substitutes were widely offered, even by some of those who had previously manufactured linen. Also propaganda was extensively circulated to the effect that linen was practically off the market for good, except in the most limited amounts and at prohibitive prices.

TO REGAIN THE MARKET

To re-establish the market was perhaps even more difficult than introducing a new article. Other industries have found themselves in the same unfortunate position.

As a first move the Derryvale company revived all the little extras in stimulating business that had been discontinued, and increased advertising space to give publicity to the services which had been resumed. Then a new outlet for linen which had been in Mr. Adams' mind for a long time has been developed during the inactive business period. Hand-



If
you watch this slate
you will get
Some straight-from-
the-shoulder
facts

To Some Writer of Advertising

One Prepared for a Definite Opportunity

Through the growth of our business and an assuring outlook for the future, we have created a sphere for additional writing brains—a copy man, in a literal sense, but a real writer of advertising, in a professional sense.

We want a man who, by his imagination, skill and experience, can give immediate proof of his capacity to present sales appeals through paper and ink. We want a man who knows especially well how to serve important institutions in the automotive industry, a man who drives a car himself and is familiar with the intimate thoughts and talk of the trade.

There is such a man with a wish for just the place, and its opportunity that we have to offer. Believing in advertising, we use this open invitation as a means to bring us together.

Any communication, of course, will be held in the strictest confidence. Address:

Edward Beecher, Vice-Pres.
D'ARCY ADVERTISING CO.
International Life Building
ST. LOUIS, MO.



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printed cretonnes were manufactured extensively in England, and while they were marketed in America there was a restricted selection of patterns. Many are of historic design, and while popular in Great Britain, are not adapted to American homes either in subject or treatment. The expense of developing a new line of designs for use on this side was considerable, and there was a great deal of speculation as to just what might, or might not, prove popular.

This new enterprise was not to be undertaken when there was already a good sale for the full output of factories. Mr. Adams hailed the opportunity that the decreased demand following the armistice offered. He first called to his assistance Duncan Fraser, a decorative designer, and while he was preparing a series of patterns along approved American ideas of home decoration, Mr. Adams established a factory in Brooklyn for hand-printing the fabric. The marketing campaign is now being prepared for the introduction of the new line which is soon to appear.

One of the uses of linen has been that of embroidering. So one of the first "offensives" of the Derryvale company will be to revive the taste for embroidery.

A booklet of linen samples was arranged for distribution, and was advertised extensively through women's magazines. New and attractive patterns were created. The "feel" of the pure linen fabric was calculated to revive a desire for its more extended use.

At the same time a catalogue of table linen was prepared (without prices) for general distribution and these are also being advertised nationally. While they are sent free to women who ask for them, dealers pay five cents each for the catalogues imprinted and enclosed in an envelope ready for mailing to their customers. These are advertised through the business press and are proving popular with dealers. Original letters requesting the catalogue are sent to the nearest representative

OCCASIONALLY you meet a person whose voice is perfectly modulated to the tone of the discussion, whose diction is carefully tuned to the issue, whose inflection serves to stress each point of real importance. Correctness in speech still commands attention, despite all the arguments in behalf of slang's expressiveness. Type can match the purist's syllable for syllable; and in advertising certain classes of merchandise and service it must—to be effective. Printed matter produced by HURST & HURST is of the better quality. The slight difference in the cost is completely dwarfed by the great difference in sales and inquiries.

HURST & HURST INC

*Printers of Better
Advertising*

357 WEST 36TH ST. · NY
LONGACRE 2440



AN OPENING FOR FINANCIAL MAN WITH SALES ABILITY

*An assured future
for the right man*

Nationally known corporation—dominates its field—famous advertised product widely distributed—extraordinary future — directors leading men.

Eastern man with strong connections, forceful personality, tireless energy, successful high grade sales experience—will be considered for treasurer. Possibility of investment in the business, if desired. Essential requirement is sound business judgment and real financial ability. Part time or full time, salary accordingly. Describe past record, qualifications and references in first letter.

*A fine connection,
large earnings, highly
congenial associations—for the right
man.*

Write Our Representatives

CLEVELAND, GRAY & CO.
512 Fifth Ave., New York City

and a letter is sent the inquirer telling where the fabric is carried in stock.

A novel way to sell the Derryvale advertising to clerks in the stores which carry the fabric has been worked out. On one side of a card is a scene showing some phase of the industry. The first was of a field of growing flax. With this was a story of the plant, telling where the best is grown, how the plant appears and describing how the moist climate of Ireland makes it the best place in the world for spinning and weaving linen. On the reverse side of this card was a facsimile of the general advertising copy to be used, with a list of mediums in which it would appear. Other numbers of the series related to the harvesting and manufacturing of linen. Such technical terms as "rippling," "retting," "scutching," and "hackling" are explained. When the whole series has been read one will have an intelligent understanding of how the plant is grown and the fabric woven. He will also understand what makes the difference in quality, and some of the advantages linen has over other competing fabrics, such as a more glossy surface, being more easily washed and increasing in whiteness with age, in all of which it is said to excel. This knowledge is calculated to make better salesmen and it doubtless will. These cards are sent to buyers for distribution to clerks.

It was thought that in addition to arousing a deeper interest in the product, especially in the Derryvale brand, and giving some accurate information which would make the clerks better linen salesmen, the advanced information about the advertising soon to appear would arouse particular interest in it.

Another medium of advertising, unusual in the linen industry, was the issuance of a book entitled, "How to set the table for every occasion." Its writer was an authority on matters pertaining to the graceful art of serving, and the book recounted in detail and with illustrations just how the

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Multum in Parvo

(This is Latin lingo for "much in little," and has particular reference to THE ROTARIAN.

(The circulation of THE ROTARIAN is only 70,000, not large as circulations go, but Oh, Boy, the Buying Power it represents! You will do well to get aboard

THE ROTARIAN

The Magazine of Service

Member Audit Bureau of Circulations

CHICAGO

Eastern Representatives

Constantine & Hull

7 West 16th St., New York

Great Britain

Thos. Stephenson

6 So. Charlotte St., Edinburgh, Scotland

Advertising Manager

Frank R. Jennings

910 So. Michigan Blvd., Chicago

Subscription price: \$1.50 in U. S. A. and Cuba; \$1.75 in Canada; \$2.00 in all other countries.

Published Monthly by the International Association of Rotary Clubs

Send for Booklet, "In Testimony Whereof"

Our investigation has shown that the average amount spent by hotels on

PAINT

is \$15.00 per room per year

Our subscribers alone offer a market of

\$ 6,000,000

THE HOTEL REVIEW
PUBLISHED BY
GEHRING PUBLISHING COMPANY
1480 Broadway
NEW YORK CITY

Our data and surveys are gladly supplied upon request

Members Associated Business Papers

Applicants Audit Bureau of Circulations

Hotels Rank Fourth in Purchasing Power

Interest is Sought in Some Clean Cut Enterprise

Manufacturing, Publishing, Advertising or Promotion

Foreword

No undertaking is so large as to be without precedent, yet some comparatively small organization may be the exact one to vitally interest me.

Experience

Unique in diversity and scope, with and for "Big Business" and National Affairs, determining what to do and how to do it when obstacles were met.

As affecting Hardware to National Magazines, Foods to Newspapers, Trade Papers to Presidential Campaigns, Investigations to Congressional Action.

The whole covering Policy and Personnel to Promotion; Strategy to Sales; Organization to Objectives; Manufacturing to Mass Reaction; Commodities to Causes; Associations to Publicity in every form.

Attributes

Am practical, having been Purchasing Agent, Sales Manager, Credit Manager, Advertising Manager, Advertising Agent, Promotion Manager and Advisor to Manufacturers, Publishers, Advertising Agents and Organizations.

At a pinch am qualified to build a factory, buy equipment, organize production, analyze sales possibilities, locate outlets, manage sales force and market product. Either direct-by-mail, through the usual trade channels, or find new ones.

Or to analyze and promote almost any Commodity, Project or Cause,—but both objective and methods must be square.

Sponsors

A simple statement of details and connections will substantiate above.

Personal character, integrity and ability can be covered through any number of men of highest standing.

Communications will be held in absolute confidence, which will in turn be expected by

Where

There are many undertakings that my contacts, standing and acquaintance in New York would practically insure the success of—and it's a deuce of a proposition, mechanically, to move.

—Yet the right thing might take me to California, or Delaware, or Puget Sound, who knows!

For the Small Town is the place to live; that's why I commute from the hills of New Jersey.

How

Main point is to find the interesting project, beginning, needing development or going to seed, where the next twenty years can be happily spent.

—Building something that will stand, among congenial Associates, where an interest is obtainable either now or later.

And this may be based on increased business, through reasonable investment or through letting Stock constitute part of income.

At present

At present am playing a lone hand. Advisory. Yet five figures, earned alone, is less desirable in the long run to building something in company with the right Associates.

No financial inducement would tempt me to undertake that which might turn out in five or ten years a mistaken affiliation.

Hence both sides can be perfectly frank,—all cards on the table.

Personal

Age forty-one, 6 ft. x 170 lbs., married; educated here and abroad; world traveled; American ancestry since 1636.

Dissipations: fishing, boating, rifle and revolver practice, mechanics, camping, gardening, reading and smoking.

"Colonial American," Post Box 1007, City Hall Station, N. Y.

able should be spread so as to please the most fastidious diners. Other material in the little volume dealt with the production of linen, in care, the best way to remove stains, how best to launder it and preserve its beauty. Interesting scenes of Ireland and processes of the raising and harvesting of flax added human interest. Advertising for the Derryvale brand was restricted to the minimum. Tablecloths of different patterns were illustrated and schedules of the sizes available were given—both without reference to the firm or trade-name. The very last page explained the guarantee under which Derryvale is sold and the advantages of a guaranteed brand, and that was about all the direct advertising that the book contained.

The little volume sells for fifty cents; thirty-five cents to dealers. It is advertised in most of the copy carried in the national magazines, and while there are three articles mentioned for distribution—the samples for embroidery, the linen catalogue and the "How to set the table for every occasion"—all are having a pleasing response. An interesting angle to this is the fact that while the most of the display is devoted to larger aspects of the fabric and these articles are mentioned only briefly in small type, in the body of the copy—that is, not in a position of emphasis—they are being asked for extensively.

The sale of the book is little short of phenomenal. It has been placed on the reference shelves of many libraries and made the text of domestic science schools and home economic departments of universities. While there is a minimum of Derryvale advertising in the book, one cannot escape connecting Derryvale linen with correct dining room appointments.

In these ways Mr. Adams has prepared to utilize the three approved methods of increasing business: to hold old customers, to get all the business of those customers whom he only partly serves, to get new customers.



AN AMERICAN APPRECIATION OF "PUNCH" AND ITS BUSINESS POLICY

From Philadelphia Pa. "Record,"
April 8, 1921.

Wherein We Resemble "Punch"

IF there is any one British Institution that more than another smacks of the soil and may be said to be Jo in Bull's own blood of his blood and bone of his bone, it is London "PUNCH." Wherever there are Englishmen, there copies of this famous weekly may be found. It so easily commands its particular field that it might be supposed that it would be practically free from competition.

But apparently it is not, for "PUNCH" finds it desirable to advertise its merits, not in Great Britain alone, but here in the United States also. It lays stress upon the fact that it possesses the three great essentials of a successful medium of publicity—quality, quantity and character. It modestly says of itself:

"PUNCH" has all three attributes to an extent granted to no other British medium of its class—quality, quantity and character—which happy combination of values accounts for the fact that its pages are always full of the most desirable advertising."

Just substitute "THE RECORD" for "PUNCH" in the above quotation, and for "British medium of its class" make it of Philadelphia application, and you have the local situation very aptly described. Incidentally we commend "PUNCH'S" example to those merchants who think they can do business and progress without advertising. If "PUNCH," with a world-wide circulation, detects the fallacy of this idea, those whose sales are more circumscribed should even more quickly grasp the truth.

ROY V. SOMERVILLE
Advertisement Manager "Punch"
10 Bouverie Street
London, Eng.



The Atlanta Journal Atlanta, Ga.

Both the Daily and the Sunday Atlanta Journal showed a gain in circulation for the six months ending March 31, 1921. (A. B. C. Reports.) The gain continues now at a faster pace.

5c Daily 10c Sunday

**Advertising in The
Journal Sells the Goods**

**You can sell
anything through**

DRY GOODS

The monthly magazine of the
Dry Goods trade

from pins to automobile
trucks, carried or used by
department, dry goods, specialty
and general stores.

Rates furnished upon application
to publication office or to
your general advertising agency.

DRY GOODS

Est. 1899

Formerly "DRY GOODS
and Apparel"

Second oldest publication in its
field.

137-139 E. 25th St., New York
Tel. Madison Square 1241-2

Letting Your Customers Set You Right

(Continued from page 10)

entirely to their delightful texture and their sunlight clearness of color." This with the directions and the slug under the caption, "A New Sweater for June" or the particular month in which the advertisement was being featured, has been proved by tests among the customers to be what they want. On the right of the full page advertisement is the sweater shown completely with a colorful poster background timely for the month featured, worn by an attractive girl. In each piece of copy the "Fleisher Knitting and Crochet Manual," containing newest ideas and patterns for sweaters and other knitted wear, is offered for sale at forty cents a copy or for twenty-four trade mark tickets taken from Fleisher yarns, and twenty cents in cash.

SUGGESTIONS FOR THE MANUAL

In helping the company decide what kind of a knitting manual to issue, the same helpful women knitters came to the rescue again. In this test it was discovered that the knitter strenuously objects to a manual which loses its cover. The women showed that they carry the manual in knitting bags and that therefore it had to be of some flexible cover which could be shoved into a bag without losing its cover.

Without knowing what particular object most of the women of the country were knitting, it was impossible to know whether to feature in the advertising and sales efforts babies' booties, scarfs, tam o' shanters or men's socks. The same women told the manufacturers that seventy-six per cent of them were knitting sweaters for themselves. The second thing on the list was children's sweaters, and the third scarfs. Children's and men's socks, booties, tam o' shanters and baby blankets came farther down in the list.

In this way the manufacture

Announcement

Having sold my interest in the GREIG & WARD, Inc., advertising agency my personal connection therewith is discontinued as of this date.

The U. S. Patent Office recently issued a basic Patent for my

TELEWANT

U. S. Patent No. 1,374,501, April 12, 1921
ALL RIGHTS RESERVED

to the introduction and promotion of which I have long planned exclusively to devote my time and experience.

With the TELEWANT want-advertising from (1) local or distant advertisers, may be (2) secured, (3) paid for *in advance* and (4) published—in ONE operation. 78 prominent newspapers already have wired or written to me concerning exclusive territorial rights to the TELEWANT.

Chicago, May 21, 1921

CARLISLE N. GREIG

6029 Kimbark Ave., Chicago

Cylinder and Rotary Pressmen Wanted

By Curtis Publishing Company

**Ladies' Home Journal
Saturday Evening Post
Country Gentleman**

Philadelphia, Pennsylvania

**Forty-eight Hour Week
Permanent work at wages
ranging from Fifty to Fifty-
Eight Dollars per week,
with Five Dollars addi-
tional for night work.**

**Only first class workmen
will be considered. Apply
by letter giving experience
and references to Earl B.
Morgan, Manager of Em-
ployment Curtis Publish-
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Sansom Streets, Phila-
delphia, Pennsylvania.**

May 26

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got a definite idea why he should feature sweaters in all of his copy. For the cover of the knitting manual it was discovered that while women have been often accused of having no sense of humor, this particular cross-section of the national market enjoyed a bit of humor on the cover of the book. The design which won in the test showed a "knitting girl" on a hockey skating pond with a hockey player's stick about to hit the ball of yarn, mistaking it for the puck. Her face showed that she was scared and the whole thing had a breezy air of good nature and modern smartness which won instant appeal in the hearts of the people who were to buy the goods made by the manufacturer. In addition to the humor, there were a great many knitted articles worn by the girl who was doing the skating, and this, too, appealed to many women, and they so stated. As a result of the test on the knitting manual, a completely new kind of book as to binding, style, type, stock used in the cover and everything else was evolved, and the manufacturer had the advantage of knowing that his customers would like it before it was finished.

It is always well to know what your customers are going to be thinking about several months ahead so that advertising and sales plans can be made based on these facts. The helpful ladies of fourteen States again were of great assistance. They were asked, "If you started knitting soon after the Christmas holidays, say perhaps during January, what sort of a garment would you be most likely to knit—something for winter wear, or something lighter for spring and summer use?" Forty-two said something for winter wear, but 113 would knit something lighter, and "something lighter" is therefore now featured by the manufacturer in his after-Christmas advertising.

Then they were asked, "Suppose, for example, you decided to knit, say, a sweater in January, would you knit

1. "A sweater of heavy yarn to



DAY & NIGHT

The
Advertising
Manager
of a
Fifth Avenue
Store
*will surely be
interested in our*
Day & Night
Facilities
for
handsetting
his
Newspaper
Advertisements

WE ARE ESPECIALLY
TRAINED IN THIS
MOST EXACTING WORK

VREELAND PRESS Inc
FITZ ROY 1626
348 West Thirty-eighth Street
New York City

The Peoria Evening Star

Leads in Central Illinois

In 1920 it carried 11,517,842 lines of advertising

It circulates in a territory containing 250,000 of the most prosperous people in the most prosperous state in the Middle West.

The STAR leads its nearest Peoria competitor in advertising by nearly twenty per cent and it leads in A. B. C. circulation by more than twenty per cent.

First in influence, circulation and advertising.

If you would reach this rich field include it in your list.

Member of the A. B. C.

Foreign Representatives
FRALICK & BATES, Inc.
Tribune Building, New York
Heyworth Building, Chicago

Electrical Appliances

Sales Manager or District Manager

Young, energetic executive who gets results, desires broader opportunity. Understands merchandising, knows appliances and can handle salesmen. Not afraid to make earnings dependent largely on results.

Address "M. T.," Box 266, care of Printers' Ink.

wear under a winter coat or

2. "A sweater of lighter material and perhaps more fancy color for spring and summer wear, vacation time, etc.?"

The yarn buyers confided that they would knit the light material not the heavy.

The actual items the women would begin to knit in January, both for winter wear and spring and summer wear, were also carefully listed and checked by the women in the order of their preference. As a result scarfs are now featured in the Christmas copy which appears at a time when people want something that can be knitted quickly for a gift.

A trip was also made to 194 separate dealers who carry Fleisher's yarns in order to get their viewpoint.

It was discovered that the dealer was a rather poor judge of consumer advertising, but his comments were valuable in discovering the status of the manufacturer's merchandise on his shelves.

To sum up the results, this manufacturer by a careful test of a cross-section of his national market found out that his customers were knitting sweaters as a first choice. He found the order of preference for the different kinds of merchandise, discovered the kind of a slug which his customers liked and that they wanted his name at the top of the full page copy. He found out the size, shape and general style of his knitting manual according to his customers' preferences. He found out that the heading of his advertisement and the atmosphere should feature the particular timely month, and should offer one definite style of sweater with complete and accurate directions as to exactly how it should be made. He found out that his customers liked color in the background, and that the background should have some connection with the merchandise advertised, what articles his customers made at certain periods of the year, why they made them, what prevented certain women from becoming his



Change of Name and Ownership

Frank G. Smith, William A. Sturgis,
Harold A. Moore and their asso-
ciates announce that, having pur-
chased all of the capital stock of the
Advertising Agency known as

"Collin Armstrong, Inc.,"

they have changed the name to

Smith, Sturgis & Moore, Inc.

The change is entirely one of owner-
ship, as the personnel of the active
management remains the same.

SMITH, STURGIS & MOORE, INC.

Successors to Collin Armstrong, Inc.

General Advertising Agents
1463 Broadway, New York

The Right Angle in Advertising

40 per cent—4 in 10 of the families in

NEW ENGLAND

—the manufacturing center of the country—
own their homes. And they are good homes.

A TIP TO MANUFACTURERS

In a recent talk, one of the ablest merchandisers in the country said:—

"Few merchandisers realize that, based upon ease of access, purchasing power per capita, and volume of selling per dollar cost, the New England Market far outranks any of the other eight major Markets of the country. To illustrate, a certain manufacturer of soaps came into the New England Market LAST, thinking it too hard to master—and too expensive, his greatest sale on his publicity campaign—including the New York, Philadelphia, St. Louis and Chicago Markets, was about ten carloads. But New England bought thirteen carloads on less than half the advertising cost! His second campaign totaled over FORTY carloads in New England, while none of the other Markets had even reached his first sale here."

Fifteen of the Best New England Dailies

WORCESTER, MASS. TELEGRAM GAZETTE
Daily Circulation 725,158
Population 190,000, with suburbs 350,000

PAWTUCKET, R. I. TIMES
Net Paid Circulation 23,369 A. B. C.
Serves territory of 130,000

BRIDGEPORT, CT. POST-TELEGRAM
Daily Circulation 46,730 P. O.
Population 150,000, with suburbs 220,000

NEW HAVEN, CT., REGISTER
Daily and Sunday Cir. 28,334 P. O.
Population 150,000, with suburbs 175,000

NEW LONDON, CT., DAY (Evening)
Daily Cir. over 10,640 A. B. C.—3c copy
Population 25,688, with suburbs 60,000

WATERBURY, CT., REPUBLICAN
Daily 10,992 A. B. C.; Sun. 11,425 A. B. C.
Population 91,410, with suburbs 100,000

PORTLAND, ME., EXPRESS
Daily Circulation 24,300; Member A. B. C.
Population 69,169, with suburbs 75,000

BURLINGTON, VT., FREE PRESS
Daily Circulation 10,552, A. B. C.
Population 22,779, with suburbs 40,000

MANCHESTER, N. H. UNION and LEADER
Daily Circulation 25,375 A. B. C.
Population 75,063, with suburbs 150,000

FITCHBURG, MASS., SENTINEL
Net Paid Circulation now 10,000
Population 41,013, with suburbs 150,000

LOWELL, MASS., COURIER-CITIZEN
Daily Circulation 17,353 P. O.
Population 112,759, with suburbs 150,000

LYNN, MASS., ITEM
Daily Cir. 15,504 A. B. C.—2c copy
Population 99,148, with suburbs 125,000

SALEM, MASS., NEWS
Daily Circulation 18,811 P. O.
Population 43,697, with suburbs 150,000

SPRINGFIELD, MASS., UNION
Daily Circulation 53,821 A. B. C.
Population 129,563, with suburbs 250,000

TAUNTON, MASS. DAILY GAZETTE
Daily Circulation 7,909 A. B. C.
Population 38,000, with suburbs 53,000

EACH OF THE NEWSPAPERS here named is a power in its home community.

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customers and other facts of importance.

And in the hundreds of comments received from his customers he got all sorts of suggestions for better selling methods on the part of the retailer, better ideas to use in advertising, better thoughts which could be applied in almost every department of the business, including the collection department. When a salesman says that he doesn't like a particular kind of advertising, he sometimes gives the advertising manager a bad half-hour or more, especially if he happens to be a star salesman. When the burden of truth is put upon the customer, the advertising and sales manager has a mighty good comeback. As a matter of fact, a star salesman told the advertising manager for Fleisher recently that women are actually coming into the dealer's store with the color page advertisement in their hands and asking if they can get this particular color shown "right here."

"I want," they say, "the yarn for this special sweater shown here." The manufacturer, as a result of his test, is enabled to go to his dealers and his own sales force backed up by the helpful advice and intelligent criticism from 301 yarn buyers in fourteen States. He isn't on the defensive about his sales policy and advertising methods. He has the women on his side, and as any married man will testify, that is no small advantage!

"Asking the wives about it" would seem a good plan, especially if you are selling them yarn to make sweaters. At the present time the Fleisher mills are running overtime and the number of their customers is increasing by leaps and bounds.

Robert Thien Goes with Winningham

Robert Thien, formerly vice-president of Zimmer-Thien, Inc., and more recently with Seelye & Brown, both Detroit agencies, has joined the organization of C. C. Winningham, Detroit. L. Parker, for a number of years with Lord & Thomas, has also joined the Winningham agency.

The "busy" Summer months in PORTLAND MAINE

Lively merchandising in July and August transforms these dull summer months into two of the busiest months of the year.

Portland itself and its Casco Bay Islands form a summer resort of no mean proportions. It is also the "Gateway" to the Maine Lakes and seashore resorts. Thousands of visitors stop here en route. Summer copy PAYS! in the

Evening Express

Largest Maine Circulation

Sunday Telegram

Largest Sunday Circulation

*The Julius Mathews Special Agency
Boston—New York—Detroit—Chicago*

Direct-by-Mail Advertising

Our twelve years of specialized service have developed what is perhaps the best equipped organization in America for producing unique, economical and successful Direct by Mail and Supplemental Advertising.

Everything from a letter or broadside to complete campaigns.

**The House of
LIGHTFOOT**
1 Madison Ave. New York

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 125 MADISON AVENUE, NEW YORK
CITY. President and Secretary, J. I. ROMER.
Vice-President, R. W. LAWRENCE. Treasurer,
DAVID MARCUS.

Chicago Office: Peoples Gas Building, 122
S. Michigan Blvd., KIRK TAYLOR, Manager.

Atlanta Office: 1004 Candler Building,
GEO. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building,
A. D. MCKINNEY, Manager.

San Francisco Office: Examiner Building,
W. R. BARANGER, Manager.

Canadian Office: Lumsden Bldg., Toronto,
A. J. DENNE, Manager.

London Office: 233 High Holborn,
W. S. CRAWFORD, Manager.

Paris Office: 31bis Faubourg Montmartre,
JEAN H. FULGERAS, Manager.

Issued Thursdays. Three dollars a year, \$1.50
for six months. Ten cents a copy. Foreign
Postage, \$2.00 per year; Canadian, \$1.00.
Advertising rates: Page, \$100; half page, \$50;
quarter page, \$25; one inch, minimum \$7.50.
Classified 35 cents a line, minimum order \$2.75.

JOHN IRVING ROMER, Editor
FREDERICK C. KENDALL, Managing Editor
JOHN ALLEN MURPHY, Associate Editor
ROY DICKINSON, Associate Editor
R. W. PALMER, News Editor

EDITORIAL STAFF:

C. P. Russell, Albert E. Haase
Roland Cole, Edward T. Tandy
Roy W. Johnson, C. B. Larrabee

Chicago: G. A. Nichols
London: Thomas Russell

NEW YORK, MAY 26, 1921

New Price-Level Opportunities

The Simmons Bed Company has come out with a business-paper advertisement, announcing a new line of beds at a price midway between the high price models and the cheap models.

Ordinarily the fact that a manufacturer starts a new line is nothing to get excited about. It is a fairly common occurrence at present. However, there is more than the usual significance in such a move, for the reason that we believe there is a great opportunity for manufacturers to create products to be sold at price levels not heretofore existing.

In many fields, there is not a sufficient price range. There is too much of a jump between the products selling at the bottom of

the price scale and those selling at the top. Many possible customers are not satisfied to buy the low priced line and they find the higher priced one beyond their means. They would gladly purchase something in between, if it were to be had.

Dealers, too, under the new order of things, will be obliged to carry more complete lines. In the past a retailer might buy, let us say, underwear from half a dozen factories. The men's line came from one, the women's from another, the children's from a third, and so on. We are told that in this field there is now a decided trend toward concentrated buying. The underwear manufacturers, who have been making the best progress in the face of the recent depression, are those who can offer the merchant a well-rounded line, both as to kind and price.

The most effective argument, however, in favor of the new price-level product is that it usually opens up a dormant market. A few months ago PRINTERS' INK told about the surprisingly large outlet the Fitzgerald Manufacturing Company found for a five-dollar vibrator. A large number of these were sold to persons who for one reason or another had not bought the higher priced vibrators. The product created an absolutely new field for itself, without infringing on competitive articles to any degree. In fact a piece of merchandise introduced at a new price level often does scout duty for the higher priced line. The automobile career of many started with a Ford and has gradually worked up to the Pierce-Arrow stage.

People often like to buy a product at a lower price level, with the idea of economizing on a higher priced one which they already own. This happens occasionally with respect to automobiles. It happens frequently in the case of wearing apparel, silverware and numerous other articles. When the Talcum Puff Co. brought out Air Float Talc and advertised it at ten cents, it introduced talcum powder to persons who had not

used it before. It was only to a family many users. Men need other brands in addition. They use for another purpose. Another instance comes. Sometimes opportunity higher price, but likely to be. At scores of for so

Mr. Ed's Questions

in proportion list of quantities who in "man work" in vertisements. N. J., place some southern of is not a jobs through simply from ment or up" graduation. However that very their using plant giving ab to a list of of which ples: W How is c speed do what city machines dors four Very li expect m proportion proportion indication stock of i aim was cant's me Most e weakness makes the

used it before, or to those who had only to a limited extent. Becoming familiar with the product's many uses, they later began to buy Meinen's or Colgate's or some other brand at a higher price level, in addition to the ten-cent kind. They used Air Float for some purpose and the other grades for another purpose. Similar instances could be endlessly detailed.

Sometimes, of course, the opportunity is for a product at a higher price level than that prevailing, but more frequently it is likely to be for a lower priced article. At this moment there are scores of such opportunities waiting for some one to recognize them.

Mr. Edison's Questions

It is not easy to see what Mr. Edison's purpose was in propounding his now famous list of questions to college graduates who applied for positions in "manufacturing development work" in response to a recent advertisement by his West Orange, N. J., plant, but doubtless he had some sound reason. A manufacturer of Mr. Edison's experience is not apt to put applicants for jobs through a course of sprouts simply from a desire for amusement or from a desire to "show up" graduates of our leading universities.

However, it must be admitted that very few men, however great their usefulness in a manufacturing plant might be, are capable of giving absolutely correct answers to a list of seventy-eight questions of which the following are samples: Who was Simon Bolivar? How is celluloid made? At what speed does light travel? From what city do most of our laundry machines come? Where are condors found?

Very likely Mr. Edison did not expect more than a reasonable proportion of correct answers—a proportion that would give some indication of a man's general stock of information. Perhaps his aim was simply to test an applicant's mental honesty.

Most employers know of that weakness in human nature which makes the applicant for a position

pretend to know everything and which causes him to attempt to "fake" an answer to a question under a cloud of words, rather than to return an honest "I don't know." The average man hates to admit ignorance about anything; all of us have in ourselves a little of the pretender, and would rather give a vague and rambling answer to a question than none at all.

A group of business men was at a luncheon the other day when somehow the question came up as to the number of feet in a fathom. One man guessed six inches, another, hesitatingly answered 30 feet, a third, 15 feet. A fourth boldly declared that there were ten feet in a fathom, and as proof of his contention that he ought to know, he cited the fact that he was born in a seaport town!

It seems reasonable to surmise that none of this group would be acceptable on Mr. Edison's manufacturing staff.

Possibly, after all, the man whom the celebrated inventor is looking for is not he who is a walking reference book or encyclopedia, but he who can state correctly such knowledge as he possesses and who, when he doesn't know, will simply say so. That type of man at least has possibilities; the others may not have.

In any case, those persons who are inclined to ridicule the Edison questionnaire had first better make sure they know what the Edison purpose was.

Ideas and More Business

In the fight for 1921 business, ideas make the best ammunition, says the vice-president of a company making a nationally-known food product. In the battle for business "fight" never means plunging ahead blindly with jaw set and teeth clenched. "I propose to fight it out on this line if it takes all summer" may be a good slogan for the general of an army, but the modern captain of industry has to change his lines. Competition is conquered, new markets opened, by the force of ideas rather than mere aggressiveness.

The business executive referred to has given every important member of his sales force a special book—an idea book. Each man is urged to read carefully those publications which act as clearing houses for ideas *which have worked*. Every idea which has proved successful in selling candy or shoes may work equally well for the man who sells typewriters or lighting equipment.

Ideas which appeal to these individuals of the sales force are written down in the idea book. It may be a consumer, a retailer, a jobber, a chance acquaintance who furnishes the idea, but usually, according to the vice-president, it is a publication.

These various ideas are discussed by all the members of the sales organization who are in town on each Monday morning. Some of them are found best to help the individual salesman, others have been incorporated in the company's permanent sales policy.

A young man was recently appointed president of a great industry which had just gone through the process of reorganization. One of the bankers who chose him for the big job said he was "one of the best-informed men in America on the subject of handling men and building new markets." This young president attributes whatever reputation and success he has won to consistent and careful reading of business literature. Every other evening he spends at least one hour in his library going over certain business periodicals which deal with the subject of better merchandising ideas.

He, too, keeps an "idea book," and whenever he finds an idea which in his judgment will stand the test of time and is broad enough for adaptation by other lines of business, he jots it down in the book, which is divided according to subject. He states that the man who says "there is too much to read" is suffering from mental indigestion. In reading, as in eating, it is not the amount consumed that counts as much as the amount of nourishment which is finally assimilated.

News items may be glanced over

quickly, but ideas require deliberation and digestion. The man who says "There is so much material being written that I don't have time to read half of it" is going to find that a lot of the business that should be his drops into the hands of the man who reads, digests and adopts ideas.

The manufacturer, jobber, retailer or individual salesman who wants more business should use more ideas.

A Hint for Sales Managers

A Cleveland merchant made a chance remark the other day in conversation with some friends which PRINTERS' INK believes may be a valuable hint to sales managers in some fields whose road men are finding it hard to get retailers interested in going over their lines.

Said this merchant: "I always see a man with *one* garment or *one* article. It doesn't take long, and no matter how busy I am I will steal a few minutes to look at *one* item."

Of course many salesmen have long since discovered the effectiveness of showing just one number of their line as an opening wedge to get a new customer interested, but right now the idea might be tried to good advantage on old customers who seem to lack interest. Something new or special always has a strong appeal, and the very isolation of even an old number frequently makes a merchant really *see* it for the first time, and often results in as large an order for that one number as would normally be placed for several numbers. Not infrequently, too, it enables the salesman to describe other numbers and obtain permission to show them.

These are days when simple selling methods must be resorted to, and certainly showing *one* item is reducing selling to its simplest terms.

R. F. Irvin, for the past year with Evans-Ayers, direct-by-mail service, Detroit, has resigned to become advertising manager of Motor Wheel Corporation, Lansing, Mich.

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RAG CONTENT



WHEN business writing paper is made of wood pulp mixed with rags it is called "rag content" paper. This name is used no matter what the proportion of rags. The rags are added to make the paper more durable.

Most writing paper is rag-content paper. A very good paper can be made in this way. The greater the quantity of rags, the better the paper.

But CRANE'S Bond is not a rag-content paper. It is an all-rag paper. More, it is an all-new-rag paper. It has a toughness and crispness much desired by companies issuing high-class securities. Such securities are seldom, if ever, engraved on anything but CRANE'S Bond.

100% selected new rag stock

120 years' experience

Bank notes of 22 countries

Paper money of 438,000,000 people

Government bonds of 18 nations

Crane's

BUSINESS PAPERS

AVAILABLE

A Man Who Knows Advertising

With thorough experience, including the ability to indicate copy idea, layout, and type arrangement for a complete campaign, supplemented by the artistic ability to KNOW real work. An

ADVERTISING MANAGER

With eleven years' experience supervising display advertising for nationally known concerns and now connected with a class publication of national circulation.

SELLING EXPERIENCE

Covering the entire country. Well acquainted east of the Mississippi.

Correspondence with advertisers or publishers seeking the highest type of advertising ability is invited.

Address "E. W.," Box 264, care of Printers' Ink, Peoples Gas Bldg., Chicago, Ill.

E-U-R-E-K-A O-I-L

spells \$ \$ \$ \$ \$ MONEY to the man who can PRODUCE.

Territorial sales rights on a perfect combination Ink Reducer and No-Offset Compound.

E-U-R-E-K-A O-I-L

We offer a very liberal commission proposition. No money investment. No guarantee required. Now used by the following concerns in New York City:

Chas. Schweinfert Press	McCall Company
Charles Scribner & Sons	Pictorial Review
Publishers Printing Co.	Devine Press
Charles O'Brien, etc.	

Apply in writing, giving references, qualifications and territory desired to:

FLORASYNTH LABORATORIES, Inc.
OLMSTEAD & STARLING AVES.

Dept.—XYZ NEW YORK CITY

Salesman Wanted

Well-known trade publication has opening on soliciting staff for young man with some experience in advertising and those qualities which make real salesmen—aggressiveness, tact and personality. The work will be in New York City in a field where he will come in contact with big men. An exceptional opportunity for a young man who likes to work under pleasant conditions and build solidly for the future. Send full details.

"L. C.," Box 269, Care of Printers' Ink.

Will Advertise a European Motor Car Service for Americans

Those Americans who own Daimler automobiles, and who want to make a tour of Europe this summer, and yet do not wish to transport their automobiles across the Atlantic Ocean, will find that the company manufacturing this motor car is willing to place one of its products at their disposal for a European tour.

In its advertising to the American tourist this company will say: "The Daimler Company has made special provision for the service and convenience of its patrons who intend to tour Europe this season. The company's landaulets and open touring cars each accommodate six persons besides the driver. The company's chauffeurs are not just skilled drivers or mechanics, but gentlemen's trained servants. Clients will be met at London, Southampton or Cherbourg, and the entire conduct of their tour undertaken by the Daimler Company, until the hour of their disembarkation."

The account has just been placed with the H. E. Lesan Advertising Agency, New York, and copy will be placed within a short time.

Hoover Would Advertise Price Comparisons

If retailers of the country are selling at prices proportionate to the drop in wholesale prices, it is very easy for them to prove it, said Secretary of Commerce Hoover last week.

Conferring with representatives of retail associations, Mr. Hoover suggested that in all their newspaper advertising they print their prices of a year ago, as compared with those they now are asking.

In this way it will be apparent to the public just what reduction has been made, Mr. Hoover said. Besides, he added, it would have the effect of starting up the competitive process again.

Frank L. E. Gauss with "The American Weekly"

Frank L. E. Gauss has been appointed Western manager of *The American Weekly*, with office in Chicago. In January Mr. Gauss resigned as advertising director of the Leslie-Judge Company, New York. He had also been advertising director of *Woman's World*, president of the Sterling Gum Company and had been with the Ivan B. Nordheim Company, poster advertising.

Wolverine Hotel Account for Arnold Joerns

The Arnold Joerns Company, Chicago and Detroit, has secured the advertising account of the new Wolverine Hotel, Detroit.

SALES MANAGER AVAILABLE

Our Domestic Salesmanager is available for some company in need of a competent sales executive. Unforeseen circumstances force us to change the plans for which he was employed during the first part of 1920.

The company publishing this advertisement is rated by Dun AaA1, located for thirty years in the middle west, and makes a steel product sold to consumers, dealers, jobbers and manufacturers.

We consider this man of exceptional value. His experience is wide in responsible advertising and sales work for excellent companies. He is a good executive, aggressive, a good salesman himself and knows how to teach others to sell. He is a university graduate with excellent health, pleasing personality, thirty years old, married and has two children. His present salary is over \$5,000.

Positions offered him should have ample scope for his abilities and a future which warrants permanency of connection.

**Address "T. P.," Box 265
Care of Printers' Ink**

The Little Schoolmaster's Classroom

IF the letters which are received by PRINTERS' INK are any criterion, one of the main topics of interest in connection with the expiration of the Gillette Safety Razor Company's patent next fall is the possibility of using the Gillette name upon razors manufactured according to the patent specifications but not made by the Gillette company. And if your Schoolmaster is any judge of human nature, it would appear that many people are wondering whether it will be safe to attempt, or to advise others to attempt, that very thing. "In view of the Singer Sewing Machine case, the linoleum cases, and others," says one such inquiry, "would not an advertiser be entitled to assume that the property rights to the name 'Gillette' will pass into the public domain along with the patent?"

* * *

Now the Schoolmaster makes no pretense of being a high legal authority. The precise bearing of the Singer case and others may be what it may be, and those who enjoy the occupation can split legal hairs to their hearts' content. But it does seem that an honest, God-fearing, self-respecting business man ought to be as unwilling to trade under the Gillette company's name as to pilfer from its packing cases or burglarize its stockroom. It is hard to see that the moral aspects of the proposal would be altered by a stack of legal precedents a mile high.

Those remarks are not prompted by any special regard for the Gillette company. It is doubtless quite prepared to defend its own rights in the premises. But in these days when we are hearing so much about lax business morality, it is not reassuring to find business men speculating, six months in advance, upon the possibility of being able to steal part of the company's good-will by

taking advantage of some legal technicality. The Schoolmaster doesn't know, and doesn't pretend to know, what the courts will have to say about it. Furthermore, he doesn't greatly care. He does believe, however, that any person who manufactures razors under the Gillette patent and fails to make it distinctly known that they are not the product of the Gillette company, is guilty of larceny, plain and unadorned. The honest manufacturer will do this quite as much for the protection of his own business as out of regard for the rights of others.

* * *

Here is a letter:

UNITED STATES GAUGE COMPANY
New York, May 11, 1921.

THE LITTLE SCHOOLMASTER.

MY DEAR SIR:

Has the Class ever considered the advisability of having the organization that handles the advertising of an account place its name at the bottom of each individual insertion?

The advertising organization would thus—in effect—stand responsible to the public for the truthfulness of the statements made. Would not such endorsement increase the effectiveness of the copy? There is a further incentive to continued good work in that such widespread publicity would cause the advertising men to put their best in every piece of copy.

I have often noticed advertisement that, while they had a distinct appeal, did not cause me to follow my first inclination, because I questioned the truthfulness of the copy. The advertising agency can morally stand as sponsor for the product and the firm through placing its name at the bottom of the sheet. In the case of a new product, the product itself and the firm would doubtless gain by being associated with a recognized, responsible agency.

The company that maintains its own advertising organization and does not engage the services of recognized experts would so state this fact tersely by simply noting at the bottom of the copy that such copy was "prepared by the advertisement department of the company."

UNITED STATES GAUGE COMPANY,
WALDO OTTE

America
of Adve

Mr. Otte's proposal is submitted to the tender mercies of the Class.

Department Stores What They Hold For You

Do you sell Department stores?
Do you want to sell them? Have
you any basis for judging their
sales power as contrasted with
your present distribution system?
Our booklet on merchandising
to department stores has received
the praise of leading stores,
trade-papers, national media, and
well-informed advertisers. A
copy will be sent you on request.

*Write for "Points on Merchandising
Advertised Products Through
Department Stores" and "How to
Judge an Advertising Agency."*

J.H. CROSS CO.

General Advertising Agents

214 South Twelfth Street - Philadelphia, Pa.

Members
American Association
of Advertising Agencies

Members
National Outdoor Advtg. Bureau
Audit Bureau of Circulations

Mr. Edward Kramer, better known as "Kramer" of engraving fame, is now a sales executive for the Knapp Engraving Co., 147 East 25th St.

Mr. Kramer's pet theory is that business friends should be made personal friends.

Charles C. Westervelt, John J. McMahon and George J. Dignus are associated with Kramer.

P. S. Phone Madison Square 8934 for good engravings.

Los Angeles—The largest city in the West

EVENING HERALD

The largest daily circulation in the West
MEMBER A. B. C.
Government Circulation Statement
April 1, 1921

143,067

It grows just like Los Angeles.
The Evening Herald goes into practically every home—covers the field completely.

REPRESENTATIVES

New York: Chicago:
Herbert W. Moloney, G. Logan Payne Co.,
604 Times Bldg. 432 Marquette Bldg.



Motor Vehicle Distribution

An Analysis by
MARTIN TUTTLE
The Recognized Authority

With a complete tabulation showing population and totals per county of autos and trucks in each of the 3,040 counties of the entire United States, revised to January 1, 1921.
Your copy mailed postpaid upon receipt of order on your letterhead.

Price \$10.00

Special prices for quantity orders
This information has been selling on individual orders at \$500.00.

MOTOR LIST COMPANY
400 Grand Ave. Des Moines, Iowa

Branches:
Cleveland, Ohio Detroit, Mich.
Newark, N. J. Philadelphia, Pa.

and so far as the Schoolmaster knows there is nothing to prevent its being put into practice by anyone who likes the idea. Its effectiveness with the public generally may be doubted, however. And any effect which it might conceivably have would, in the Schoolmaster's opinion, be more harmful than helpful to the cause of truthful advertising.

* * *

In the first place, the consuming public has about as much intimate knowledge of the mechanics of advertisement production as it has concerning the imports of Japanese tooth brushes in the Kingdom of Samoa. The members of the Schoolmaster's immediate family, who have dwelt in an advertising atmosphere, so to speak, for, lo, these many years, display a lamentable, not to say shocking ignorance on that important topic. They might recognize the names of half a dozen advertising agents as being "in the advertising business," but beyond that the names would carry no significance whatever. Half a dozen agents, out of the 1,600 or so who are doing business to-day! What possible significance would the name of "Smith, Jones & Company" carry to the barber's wife in Salamanca, or the farmer who backs his Ford truck up to the grain elevator at Marysville, O.? The Schoolmaster will wager a fresh-baked ginger cookie that it would have almost as much effect as the form number on the margin of a railroad timetable.

Furthermore, a division of responsibility for the truthfulness of copy is exactly what is not wanted. There is only one person who is responsible, and that is the advertiser himself. Any attempt to shift or divide that responsibility might seriously obstruct progress in the fight against fraudulent advertising. Statements which are made over an advertiser's signature are the advertiser's own, irrespective of the hands that guided pen or typewriter in writing the copy, or made out the orders for insertion. The more clearly that fact

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THE
ROBERT S. ABBOTT PUBLISHING
COMPANY

Publishers of the

CHICAGO DEFENDER

is pleased to announce the appointment
of the

W. B. ZIFF COMPANY

Transportation Building, Chicago
Morton Building, New York

as its representative in the National advertising
field, effective this date.

Several people have made claims to
represent us recently in the adver-
tising field and we wish to announce
that the W. B. Ziff Co. has been our
sole representative for the past year.

RAPID ELECTROTYPE CO.
OF CANADA
LIMITED

CHARLES J. HIRT, *Managing Director*

Electrotypes, Stereotypes and Matrices

Save Duty, Time and Expense

Head Office: 185 RICHMOND ST. WEST, TORONTO, ONT.

PLANTS AT
MONTREAL TORONTO LONDON WINDSOR

MR. ADVERTISING MAN, WHEN DO YOU TAKE YOUR VACATION?

Why not take it THIS YEAR by the OLD FISHERMAN'S CALENDAR?

A chart published annually showing GOOD AND POOR FISHING DAYS. Old-fashioned FISHING SIGNS shown by means of a rising and falling curve formed by using LARGE FIGURES to show the GOOD DAYS and very SMALL FIGURES to show the POOR DAYS. The reverse side of calendar has a RECORD for every day in year for use in recording FISH CAUGHT, EVENTS, APPOINTMENTS, etc. The OLD FISHERMAN'S CALENDAR is the only calendar published in the WORLD that is granted the privilege of an ANNUAL COPYRIGHT on the ARRANGEMENT OF ITS FIGURES ALONE. It is based on accurate ASTRONOMICAL DATA and yet is so simply arranged as to be easily understood by all. Thousands of FISHERMEN use and recommend the OLD FISHERMAN'S CALENDAR.

PRICE, 25c—SEND FOR ONE TODAY.

O. F. CALENDAR, BOX 1407, SPRINGFIELD, MASS.

Publisher with experience in putting over new class magazine, handling at once the advertising, subscription, editorial and business ends. Five years successfully selling advertising on trade and class papers. Capable of taking over and building business end of periodical. Well acquainted; 30; married; plenty of drive; available shortly. Chicago location. Address "S. D.," Box 267, care Printers' Ink, 833 Peoples Gas Bldg., Chicago, Ill.

1c Gov't Postal Cards

5,000 for \$5.00 F. O. B. New York.
10,000 for 7.50 Neatly printed on one side in black ink. Cost of postals not included. Special prices on larger lots. Get our prices on Printed Forms. References. Duryea Ptg. Co., Inc., 35 W. 3rd St., New York

CUTTING THE COST of Publication Printing

is an easy matter with the very newest labor-saving equipment and an up-to-date printing plant. Let us estimate on your publication and be convinced.

THE DRUCKER PRINTING CO.
133 Mercer Street, New York City



PRINTING IN 16 LANGUAGES
CATALOGUES
PRICE LISTS AND
ADVERTISING LITERATURE
Of Every Description

High Class Printing and Correct
Translations Guaranteed.

Get busy and go after the foreign markets.

THE UNITED PRINTING CO.

Printers-Publishers-Builders

230-322 W. Federal St.

Yonkers, N. Y.

THE MILL EDITION OF Concrete

NEW TELEGRAPH BLDG., DETROIT

REACHES ALL THE BIG
CEMENT MILLS & LIME
PLANTS WASTELESS CIRCULATION

is established, the better it will be for advertising.

* * *

The question of sending out self-stamped envelopes has ever been a problem with advertisers and with business houses eager for replies from people who are not prone to pay much attention to form letters.

The Schoolmaster was speaking with an executive who has worked the idea out to his own satisfaction.

"I do not believe in the stamped envelope," he said. "It has been our experience that the stamps are often soaked or torn off and used for other purposes than the one intended. You see, it does not always happen that men want to sit down and write that same moment. The envelope is lost or misplaced—or something.

"We have prepared a special form letter and it is so written that a space is left just large enough, in the body of the type-writing, to hold a stamp, which is tipped in, as an active part of the correspondence proper.

"Then we incorporate a paragraph which runs like this:

"Stamp attached. We have incorporated it in this letter to you because we are really very eager to hear from you; we consider it a matter of importance to you and to us. The stamp is an accelerator. It is a pledge of good faith—for even stamps, you know, cost money, and these are days of shrewd economies. We know that in this case it will be two cents wonderfully invested."

"May seem crude, but it brought nearly 70 per cent replies."

The San Francisco Daily News has appointed the Gravure Service Corporation as special foreign representative of its Saturday Rotogravure Section.

The Richey Data Service

Don't use out-of-date, inaccurate figures. New data on sales, advertising and business conditions each month in pocket form. May Bulletin and literature mailed you on request.

THE RICHEY DATA SERVICE

403 Michigan Life Bldg., Indianapolis, U. S. A. PRDS

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To Advertise South Dakota Potatoes

The South Dakota Co-operative Potato Growers' Exchange has made a co-operative arrangement with the State Farm Bureau Federation whereby the advertising of the Exchange will be handled by the Federation. The agreement was effected at Watertown, S. D., at the meeting of the board of directors of the potato growers, at which the Farm Bureau Federation was represented by M. R. Benedict, secretary, and Geo. A. Starring, director of advertising.

In speaking of the agreement, Secretary Benedict said: "The Farm Bureau is heartily in favor of the programme of marketing as arranged by the potato growers, and we want to co-operate with them in every way possible to make their work successful. The officers of the exchange are practical business farmers who will protect the interests of their fellow potato growers."

George B. Hendrick Heads Springfield, Mass., Club

George B. Hendrick, of the Fisk Rubber Company was elected president of the Springfield, Mass., Publicity Club at the annual meeting held last week. Donald M. Munroe, of the Springfield Daily News, was elected vice-president; Frederic M. Jones, of the Third National Bank, treasurer; Frederick W. Burnett, of Chapin, Burnett & Foye, secretary, and J. A. Priest, Springfield Commercial Body Co., assistant secretary.

Stephen W. Gerber Starts Service Organization

Stephen W. Gerber has resigned as manager of the mail sales department of the Ben Wiener Co., New York. With C. E. Gelb, Mr. Gerber has organized an advertising service organization at New York.

OPPORTUNITY FOR INVESTMENT

is a National Advertising Medium. The country's oldest publications. Largest proven circulation known. Now used extensively by many leading national advertisers.

Individual appropriations running into thousands of dollars.

To a limited few advertising men of standing—not more than ten—a small block of stock is available. Full information, in confidence, to responsible people writing on their business stationery.

Address, G. O., Box 268, Printers' Ink.

A PRINTING REVELATION

High Grade Work at Rock-Bottom Prices

1000 Letterheads \$3.75—in 5000 lots @ \$3.25
1000 Billheads . . . 2.85—in 5000 lots @ 2.15
1000 Statements . . . 2.25—in 5000 lots @ 2.75
1000 Cards 2.35—in 5000 lots @ 2.90

Urgent Work Started and Finished Within 24 Hours

HOUSE OF MUNWAY, Printing
312 East 141st Street, New York

Reputation Your Greatest Asset. See Booklet.

ASK The Search-Light

Anything You Want To Know—FOUNDED IN 1895—For business expansion—reliable information. For advertising publicity—expert presentation. Our staff of practical business researchers, economists, statisticians, historians can serve you in any way. Information library comprising millions of classified reports, records, articles, clippings, pictures—all subjects. Methods tested by 25 years' experience. Industrial histories.

EGBERT GILLISS HANDY
Founder-President and Executive Chairman.
Francis Yrevelan Miller, LL. D., Litt. D.
450 Fourth Avenue, New York. Editor-in-Chief

Help when you need it

Direct-Mail Advertising is especially valuable in a buyer's market. "The Mailbag" is its monthly test-book. Its articles are all inspirational in tone. They help you to ward off any attacks of "Old Gus Gloom". He is apt to slip his arguments over right now if you aren't fortified against them. "The Mailbag" tells you what to do, how to do it, and encourages you TO DO IT. Articles on every phase of Direct-Mail Advertising written by men who have tried the ideas out and seen them succeed. Send your subscription NOW.

MAILBAG PUBLISHING CO., 1200 DW. 9th St., Cleveland

Publication Printing

Let us estimate on your daily or weekly newspaper

ELORE UNION PTG. CO.
33 First Street New York City

PRINTCRAFT PRESS

Clients call us "our printer"—they do not "send out for bids."

A ring brings a principal, with no obligation

213 W. 40th St., New York
Near Times Square Bryant 131



Howell Cuts

for house organs
direct mail and
other advertising

ask for proofs
Charles E. Howell, 205 Fifth Ave., New York

If it's **EXPORT** it's not **FOREIGN** to us
Millsco Agency, Inc. 432 Fourth Avenue, N.Y.



CAPITAL TRADE MARK and COPYRIGHT BUREAU

REPRESENTATION ALL OVER THE WORLD
WASHINGTON, D.C. - WARDER BLDG.

PROTECTS

your trade-marks and labels by
registration and copyright in
the U. S. or abroad. A highly
trained corps of specialists.
Send for New Bulletin

MECHANICAL WINDOW DISPLAYS operated by the AMERICAN WIND-CLUTCH

Are Increasing Sales for Leading
Manufacturers. A Small Electric
Fan Furnishes the Power. Very
Economical.

Send for Catalog No. 21

THE AMERICAN DISPLAY CO.
DAYTON, OHIO



Send for monthly
proof sheet of

Skeleton Cuts



Will You Go Over It?

Cobe Service, 31 N. Michigan Ave.
CHICAGO

Direct-Mail Advertising

POSTAGE

POSTAGE is a practical business magazine devoted exclu-
sively to DIRECT-MAIL-ADVERTISING AND SELLING.
Tells how to reduce selling costs by using DIRECT-MAIL.
either alone or with Salesmen. Criticizes Letters, Circulars,
Booklets, House Magazines, and Catalogs actually used in
the selling campaign of the largest U. S. Firm. Sample
copy 10c—one year (12 copies) \$2.00.

POSTAGE. 18 East 18th Street. New York.

Better Printing for Less Money

Good Printing—Good Service	Booklets or Catalogs at Low Prices
1000 Printed Book Lettbooks... \$5.50	1000 Circulars 4x6 up from... \$4.00
1000 Printed Envelopes 5x7 1/2... 4.50	1000 Circulars 5 1/2 up from... 4.00
1000 Printed Envelopes 4x6 1/2... 7.50	1000 Circulars 7 1/2 up from... 5.00
1000 Printed Business Cards 2x4 1/2... 4.50	1000 Circulars 12 1/2 up from... 12.00
1000 Printed Booklets 3x5 1/2... 4.00	1000 8-Page Booklets 3x5 1/2... 25.00
1000 Printed Statements 5x7 1/2... 4.00	1000 8-Page Booklets 4x6... 25.00
1000 Printed Post Cards 3x5 1/2... 6.00	1000 8-Page Booklets 4x6... 40.00
1000 Printed Circulars 4x6 1/2... 4.00	1000 8-Page Booklets 5x7 1/2... 40.00

SAMPLES FREE

SAMPLES FREE

E. L. FANTUS CO., 525 S. Dearborn St. CHICAGO

MEXICO

Rates and circulation of publications,
rating lists of importers, jobbers and
retailers. Full agency service.

MID-CONTINENT

Advertising Agency Dallas, Texas

Advertisers Appoint Boston Agency

The American Radio & Research
Corp., Medford Hills, Mass., has
appointed the Wood, Putnam & Wood
Co., Boston advertising agency, to
handle its advertising. Trade pub-
lications and general periodicals will be
used to advertise "Twin R" motors and
"Amarad" radio equipment.

Other new accounts of this agency
are: M. O'Keefe, Inc., operating sev-
eral hundred chain stores in New En-
gland; the Trimont Mfg. Co., Roxbury,
Mass.; "Trimo" wrenches and Play-
o-lite Company, Worcester, Mass., "Play-
o-lite" piano lamps. For the first-named
advertiser newspapers will be used in a
co-operative campaign, while the adver-
tising of the other two will appear in
national mediums.

Ben S. Trynin with Associated Raisin Company

Ben S. Trynin, recently with the
Los Angeles offices of Lord & Thomas,
has been appointed assistant advertising
manager of the California Associated
Raisin Company, of Fresno.

Before the war Mr. Trynin was with
Critchfield & Co. in New York and later
assistant advertising manager of the
Chevrolet Motor Company.

A New Southern Technical Paper Campaign

The Allied Crafts Service, of Charle-
ston, W. Va., has been chosen adver-
tising counsel for the Jeffrey-Dewitt
Insulator Company, of Huntington, W.
Va., manufacturer of the J. D. Insula-
tors. Copy will start in about sixty to
ninety days. Electrical and power
plant journals will be used.

Letters to Salesmen

Send your salesmen my stimu-
lating weekly letters. One
month's trial service, \$1.00.
House Organ and Sales Bulletin
Contributions furnished at a
moderate charge.

JOHN J. LUTGE

Sales and Advertising Counselor
405 Lexington Avenue
New York City

"GIBBONS Knows CANADA"

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Department
West 39th

Classified Advertisements

First Terms Close Friday Noon; Final Closing Monday Morning

HELP WANTED

WANTED

Young, experienced, successful advertising salesman; permanent position. Stoner-McCray System, Outdoor Advertisers. Des Moines, Iowa.

Young Man experienced in billing production work for Production Billing Department of large Advertising Agency. Write, giving details of past experience and references. Box 675, Printers' Ink.

West—man capable of executive position, advertising department established woman's monthly magazine. Must be proved salesman. Prefer one who knows and is known in Michigan territory. Replies treated in confidence. Box 695, Printers' Ink, Chicago Office.

Publishers' Representatives handling four profitable class papers need solicitors in Boston, Chicago, Pittsburgh, Cleveland, St. Louis. Commission basis, protected territory, prospects furnished. State experience in letter to Industrial Magazines, 3 W. 29th St., New York City.

Editor—Advertising Man! A good fellow owns magazine 4 years, growing; will let right man share profits who has ability and capacity to help make the business still bigger; a splendid opportunity for a reasonably small investment, not all down. Box 672, Printers' Ink.

MANAGER OF ADVERTISING

High-class Specialty Shop in Boston has good opening for experienced advertising man, preferably one who is familiar from the inside with advertising problems, preparation of layouts, etc. Box 679, Printers' Ink.

A special agency is looking for a live, alert, intelligent young man to add to its soliciting force. Experience is not altogether necessary, but industry, integrity and a desire to succeed is. Any young man with these qualifications will have an opportunity to start with an established concern and to go just as far as his intelligence and industry will carry him. The position is open at once. Apply by mail, stating age, education and experience, if any. Box 676, care of Printers' Ink.

SALESMEN

THREE HIGH-GRADE MEN

We have a real opportunity for those who have sold intangible lines, such as insurance, advertising, service and ideas. To represent old established firm, well known in retail and wholesale trade; travelling necessary, calling on retail merchants; men who have not earned more than five thousand dollars a year need not apply; commission and drawing account; applications strictly confidential. A. E. Hurst, Retail Service Department, Dry Goods Economist, 231 West 39th St., New York City.

Wanted—Photo Retouchers on mechanical work. Steady position for only first-class men. Write, stating pay expected, and samples of work. Dowd, Wyllie & Olson, Inc., P. O. Box 649, Hartford, Conn.

ADVERTISING SERVICE SALESMAN

(travelling) Wanted—Young, ambitious man, unmarried, to cover exclusive territory and secure advertising service contracts from Department Stores, Ready-to-Wear and Millinery Shops. Services of highest standard, work interesting and immediately successful. Applicant must understand good retail store publicity. Ample salary and commission with every co-operation. Real and permanent opportunity. Write for appointment; do not call. CENTURY ADVERTISING SERVICE, Inc., 244 Fifth Ave., New York City.

Advertising and Sales Manager Wanted!

We want a man who is looking for a strenuous job. Must be an organizer. Must know how to employ and handle travelling salesmen. Must have some advertising experience. A satisfactory salary and a satisfactory bonus arrangement for some vigorous and able thinker and worker.

Give as much detail as you think we will need in first letter. Address Box 669, care of Printers' Ink.

Can You Help Me to Sell a Good Thing?

Capable man or woman with an acquaintance among advertisers and merchants can make extra money by aiding me in the sale of my loose-leaf BETTER LETTERS and BETTER SELLING SERVICES. Already adopted by 478 leading business organizations, Commission arrangement. As I send to business firms on approval, all I need is your aid in interesting prospectives in your territory. Full details and selling argument supplied.



Sholand Hall
First National Bank, Easton, Pa.

Wanted—Big-calibre Advertising Salesman by nationally-known firm. Preferably man experienced in selling syndicated advertising. Excellent territory open. Straight commission with liberal drawing account. Give full experience and information regarding yourself in first letter addressed Box 665, P. I.

Agency executive, account manager or advertising manager of sound advertising principles, good experience and thorough knowledge of *how to get work done*, for new advertising agency.

Salary \$4,000 up. Preference for man who can develop \$50,000 in new business. All correspondence strictly confidential. Write Box 677, Printers' Ink.

Commercial Artist wanted to work with the Advertising Manager of large machinery manufacturer located in New York.

The man we want must be able to do some retouching, and make attractive illustrations in both line and wash.

A permanent position with a good future is assured the successful applicant.

Tell us about yourself.

Address Box 674, care of Printers' Ink.

WANTED A MAN

Specifications: Age, 25-35; thorough knowledge of *merchandising* values as well as of advertising practice; *salesmanship*, proven by facts and figures of past record; acquaintance with national advertisers and agents; ability to suggest layouts and copy ideas. A real opportunity will soon be open for an ambitious, enthusiastic man with these qualifications, to take charge of advertising of rapidly-growing national business periodical. Initial salary of \$4,000 can be doubled within a year by the right man. Headquarters, Philadelphia. For interview write fully and in confidence to

BOX 668, CARE OF
PRINTERS' INK

PRINTER WANTED

Owner of Magazine, five years old, well grounded, growing, wants Printer to print Magazine for a few months and take stock in my company for his pay. Box 673, Printers' Ink.

MISCELLANEOUS

LITTLE ADS are making big money for numerous advertisers. Catalogue of selected lists, prices, free on request. Scott & Scott, Adv. Agency, 220 W. 42nd St., New York.

STUDIO FOR RENT

\$25 per month. Space for free lance artist. \$25 per month, including telephone service. Century Advertising Service, Inc., 244 5th Ave., New York.

BUSINESS OPPORTUNITIES

CAN OBTAIN LOANS FOR PRINTERS ON REASONABLE TERMS. REALTY, BOX, 663, CARE PRINTERS' INK.

ADDRESSOGRAPH EQUIPMENT WANTED

Several thousand model B card index frames, oak filing cabinets, metal drawers, tab shifting. Box 684, care P. I.

House-organs, folders, booklets, etc. Well-equipped concern doing work for New York firms for many years can take additional work. High-class; prompt delivery, close co-operation. STRYKER PRESS, Washington, N. J. Phone 100.

Printing Plants and Businesses

Bought and Sold
Printers' Outfitters
CONNOR, FENDLER & CO.
New York City

Printers, Attention! For Sacrifice—Several large modern "Optimus" Two Revolution Presses, Pony Miehle Press, Model 5 Linotype machine, 60-inch Aut. Dexter Paper Cutter, large Pinking machine and fifty four-wheel trucks. Address Optimus, Box 670, Printers' Ink.

A Complete Elliott Addressing Outfit, consisting of one addressing machine, one stencil-cutting machine (both motor driven), six stencil cabinets with trays for stencils. All in first-class condition. Inspection and offer invited. Geo. W. Harvey, 6 East 39th Street, care of Aldrich Publishing Company.

LIST OF ADVERTISING GROCERS FOR SALE

Just compiled last 30 days, lists over 650 grocers in 60 cities who are advertising in their local papers. Price \$15, postpaid, money-back guaranteed. I. Thompson, 1715 L. C. Smith Bldg., Seattle, Wash.

Attention Agencies and Publishers

An organization of four artists want about 400 sq. ft. of space. Art service in return. Write at once. Address Box 667, Printers' Ink.

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Addressograph Equipment for sale, consisting of hand graphotype, electric drive Addressograph, 5,000 new Model "C" plates, stencil drawers, cabinet, etc. John A. Schwarz, Inc., 838 Broadway, Brooklyn, N. Y.

a PRODUCTIVE booklet

that tells the beneath-the-surface TRUTH about your product, revealing it to be highly desirable to buy. Can you use such a booklet—or folder—or letter? Box 680, care of Printers' Ink.

Trade Publication Printing

Well-equipped New York City plant, established twenty-five years, can handle two or three monthly trade publications. Assured saving over present production cost. A-1 references from trade publishers now using our facilities. Address W, Box 664, care Printers' Ink.

POSITIONS WANTED

ADVERTISING ASSISTANT—Age 25, thoroughly experienced—production, system, correspondence, routine; creative merchandising ideas, house organ. Box 690, Printers' Ink.

Correspondent—Young woman with thorough commercial and newspaper experience, writes distinctive, forceful letter, desires position sales organization or advertising concern. Box 693, P. I.

EDITORIAL MAN

Young man with twelve years' experience in reporting, editing and make-up of trade papers open for position. Box 691, Printers' Ink.

STENOGRAPHER-SECRETARY

Four years literary and commercial experience in publication and advertising offices. Available immediately. References. Box 688, Printers' Ink.

A Magazine Advertising Man

desires to represent a reliable general or class magazine in Chicago territory. A thoroughly reliable, experienced man with a splendid record as a business builder makes this application. Box 685, P. I.

My Personal Quarrel

I consider everyone that puts over a new stunt in advertising my personal rival and it becomes my earnest ambition to go him one better. My methods are those of the agency-experienced copy writer. Box 689, Printers' Ink.

Advertising Manager of a company doing an annual business of several million dollars will shortly be available for a new connection, due to radical change in company sales policy. His special ability is to present a technical subject with clearness and force. He has had full responsibility for all trade paper and direct-by-mail work. He knows art, printing, engraving and how to conduct an advertising department. Age 27, college graduate (M.A. degree), leading university. Immediate salary of secondary importance if opportunity is given. Box 682, P. I.

Sales Manager, resigning to open sales office, wants mill account, Maryland and adjacent territory. Commission basis; guaranteed drawing account. Address: 506 Emerson Tower Bldg., Baltimore, Md.

Circulation Man—thoroughly trained as copy writer and correspondent in a large publishing house—will accept responsible position on circulation staff of publication in or near New York City. Box 678, Printers' Ink.

SECRETARY

Can you use a young man who not only is a trained stenographic secretary, but also has twelve years' experience in newspaper work? Box 692, care of Printers' Ink.

Young Man will talk with growing concern with opening for advertising or sales promotion manager. Now and for several years past with large office equipment manufacturer. Will also consider high-grade selling proposition. Address Box 671, Printers' Ink.

Advertising Salesman and capable manager, successful producer, available for general magazine, class, trade or export publication work; wide acquaintance New York and Eastern territory; knows Western territory; best credentials. Box 683, care of Printers' Ink.

High Grade Research Man

Recently executive with one of largest publishing organizations of the country. Authority on market analysis, exceptionally well informed on merchandising to farm and small-town market. Competent to assume executive charge of research or media department for any agency. References of highest order. Address Box 687, Printers' Ink.

Advertising Executive—Vigilant and aggressive worker for employer's interests, efficient in organizing, systematizing and directing advertising department; experienced in collaborating with company's organization; personal ability in creating national advertising plans, merchandising ideas, practical dealers' helps, sales analysis, copy writing, sales letters. Thorough knowledge lithography, printing, art work and plates. A1 references, reasonable salary. Box 681, Printers' Ink.

"Speak your latent conviction—and it shall be the universal sense."

I am confident that there are men—clear sighted, aggressive men—

executives who believe in the power of direct advertising and who need the services of an \$8,000 service manager on a part-time basis, according to their requirements. Such men want advertising that is not bound by precedent, advertising that strikes a dominant note, advertising that sells by its masterly copy, timely illustrations, dignified typography and clean printing. My past experience qualifies me to fill the above requirements. Box 666 Printers' Ink.

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Dealers Know

that there is stability,
power and progressive-
ness behind the prod-
uct advertised through
OUTDOOR ADVERTISING*

Thos. Cusack Co.

Outdoor Advertising—Nation Wide

CHICAGO

Harrison and Loomis Sts.

NEW YORK

Broadway at 25th St.

** Painted Display Advertising
Electric Spectacular Advertising
Poster Advertising*

Outdoor Advertising builds sound, enduring business

1921
Will Reward
FIGHTERS
is rewarding

CLEARING HOUSE reports of banks in the Chicago Federal Reserve District show that the volume of business is averaging 85% of last year. The average for the country as a whole is 75%. According to Bradstreet's commodity index, prices are only 57% of what they were a year ago.

This means that there is an enormous volume of business that can be secured by energetic fighters who go after it—particularly in The Chicago Territory.

These fundamental statistics show why Calumet Baking Powder, M. L. Rothschild, Lyon & Healy, and other fighting Chicago Tribune advertisers have been able to "ring the bell" in 1921.

If you want business and mean business, call on

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Largest Morning Daily Circulation in America